

AN ORDINANCE ADOPTING AND ENACTING A NEW CODE FOR THE TOWN OF CHRISTIANSBURG, VIRGINIA BY REVISION AND RECODIFICATION OF ORDINANCES INCLUDING REPEAL OF CERTAIN ORDINANCES NOT INCLUDED THEREIN AND SPECIFICATION OF PENALTIES FOR VIOLATIONS BY THE COUNCIL OF THE TOWN OF CHRISTIANSBURG, VIRGINIA, ENTITLED THE CODE OF THE TOWN OF CHRISTIANSBURG, VIRGINIA (ALSO CONSTITUTED, DESIGNATED, AND CITABLE AS THE CHRISTIANSBURG TOWN CODE), PROVIDING FOR THE MANNER OF AMENDING SUCH CODE, AND PROVIDING FOR AN EFFECTIVE DATE, HERETO ADOPTED _____, 2013

WHEREAS, the Council of the Town of Christiansburg, Virginia recognizes the need to periodically review the Code of the Town of Christiansburg, Virginia (also constituted, designated, and citable as the Christiansburg Town Code) for compliance with Code of Virginia, Virginia Administrative Code, and other applicable federal and state laws and regulations as well as general formatting, readability, organizational, and clarification purposes; and

WHEREAS, the last recodification of the Christiansburg Town Code was last adopted on January 5, 1993; and

WHEREAS, Section § 15.2-1433 of the Code of Virginia authorizes the Town to codify or recodify any or all of its ordinances in permanently bound or loose-leaf form; and

WHEREAS, notice of the Planning Commission of the Town of Christiansburg, Virginia public hearing regarding the intention of the Town Council to pass said ordinance was published two consecutive weeks (September 7, 2013 and September 14, 2013) in The News Messenger, a newspaper published in and having general circulation in the Town of Christiansburg; and,

WHEREAS, a public hearing of the Planning Commission was held September 23, 2013, and resulted in a recommendation by the Planning Commission that the proposed ordinance for recodification be adopted; and,

WHEREAS, notice of the intention of the Town Council to pass said ordinance was published two consecutive weeks (September 18, 2013 and September 25, 2013) in The News Messenger, a newspaper published in and having general circulation in the Town of Christiansburg; and,

WHEREAS, a public hearing of Council of the Town was held October 1, 2013; and,

WHEREAS, Council deems it proper to do so,

NOW THEREFORE, BE IT ORDAINED by the Town Council of the Town of Christiansburg, Virginia, that the Code of the Town of Christiansburg, Virginia (also constituted, designated, and citable as the Christiansburg Town Code), is hereby repealed and readopted in the form of the presented recodification. Said Christiansburg Town Code shall be formally printed and published by Municipal Code Corporation, consisting of chapters 1 through 42, each inclusive, and made available for public inspection at the Christiansburg Town Hall during normal business hours of the Town.

All ordinances of a general and permanent nature enacted on or before June 4, 2013 (the date of adoption and effective date of Ord. 2013-7), and not included in the Code or recognized as continued in force by reference therein, are repealed.

The repeal provided for above shall not be construed to revive any ordinance or part thereof that has been repealed by a subsequent ordinance that is repealed by this ordinance.

Unless another penalty is expressly provided, whenever in this Code or any other ordinances of the Town or any rule or regulation promulgated by any officer, official or agency of the Town under the authority duly vested in such officer, official or agency it is provided that a violation of any provision thereof shall constitute a class 1, 2, 3 or 4 misdemeanor, such violation shall be punishable as follows:

- (1) *Class 1 misdemeanor:* By a fine of not more than \$2,500.00, or by confinement in jail for not more than 12 months, or by both such fine and confinement.
- (2) *Class 2 misdemeanor:* By a fine of not more than \$1,000.00, or by confinement in jail for not more than six months, or by both such fine and confinement.
- (3) *Class 3 misdemeanor:* By a fine of not more than \$500.00.
- (4) *Class 4 misdemeanor:* By a fine of not more than \$250.00.

Whenever in any provision of this Code or in any other ordinance of the Town or any rule or regulation promulgated by an officer, official or agency of the Town, under authority duly vested in such officer, official or agency, any act is prohibited or is made or declared to be unlawful or an offense or misdemeanor, or the doing of any act is required, or the failure to do any act is declared to be unlawful or an offense or a misdemeanor, where no specific penalty is provided for the violation of such provision and such violation is not described as being of a particular class of misdemeanor, such violation shall constitute a class 1 misdemeanor and be punishable as prescribed in subsection (1).

On each day any violation of this Code or any other ordinance, rule or regulation referred to in this section shall continue, such shall constitute a separate offense and be punished as a class 1 misdemeanor, except where otherwise provided.

Any provision of this Code or other ordinance of the Town or rule or regulation to the contrary notwithstanding, no penalty, whether by fine or imprisonment, imposed for the violation of any provision of this Code, or other ordinance of the Town or rule or regulation shall be in excess of the penalty established for a similar offense under the laws of the Commonwealth of Virginia.

In this section 'this Code' shall also mean all provisions incorporated by reference in this Code.

No misdemeanor penalty shall be deemed to restrict in any way the right of the Town to injunctive relief.

The penalty provided by this section, unless another penalty is expressly provided, shall apply to the amendment of any Code section, whether or not such penalty is reenacted in the amendatory ordinance. In addition to the penalty prescribed above, the Town may pursue other remedies such as abatement of nuisances, injunctive relief, administrative adjudication and revocation of licenses or permits.

Additions or amendments to the Code when passed in such form as to indicate the intention of the Town to make the same a part of the Code shall be deemed to be incorporated in the Code, so that reference to the Code includes the additions and amendments.

Ordinances adopted after June 4, 2013 (specifically Ordinance 2013-8 adopted and effective September 3, 2013), that amend or refer to ordinances that have been codified in the Code shall be construed as if they amend or refer to like provisions of the Code.

Additionally, "and its appendices" shall be added after "Fire Prevention Code" in Sec. 26-128 (three occurrences), Sec. 26-129 (one occurrence), Sec. 26-131 (one occurrence), Sec. 26-133 (two occurrences), and Sec. 26-125 (two occurrences).

Passed and adopted by the Town Council of the Town of Christiansburg, Virginia this ____ day of _____ 2013.

This Ordinance shall take effect upon delivery of the Christiansburg Town Code Books by Municipal Code Corporation. Nothing in this adoption shall operate to discontinue any cause or matter, civil or criminal, which shall be pending and undetermined in any court at the time of adoption of this Code, or any provision of this Code; but every such cause or matter shall be preceded in, tried and determined in such court, or in the court which succeeds to or has its jurisdiction, and in the names of the same parties, or in the names of any officers, boards, commissions, or other persons or bodies who may have succeeded under the provisions of this Code to the rights or obligations of such parties, or any of them. The papers and records of such causes and matters, and all books, records and papers whatever which on such day may be in the custody of any clerk of a court shall remain in custody of the clerk of the same, or of such court as succeeds to or has its jurisdiction.

Upon a call for an aye and nay vote on the foregoing ordinance, the members of the Council of the Town of Christiansburg, Virginia, present throughout all deliberations on the foregoing and voting or abstaining, stood as indicated opposite their names as follows:

| <u>Member</u> | <u>Aye</u> | <u>Nay</u> | <u>Abstain</u> | <u>Absent</u> |
|-----------------------------|------------|------------|----------------|---------------|
| Mayor Richard G. Ballengee* | | | | |
| D. Michael Barber | | | | |
| Cord Hall | | | | |
| Steve Huppert | | | | |
| Henry Showalter | | | | |
| Bradford J. Stipes | | | | |
| James W. "Jim" Vanhoozier | | | | |

* Votes only in the event of a tie vote by Council.

Richard G. Ballengee, Mayor

A True Copy Test:

Michele M. Stipes, Clerk of Council

**Christiansburg Planning Commission
Minutes of September 23, 2013**

Present: Matthew J. Beasley
Ann H. Carter
Harry Collins
M.H. Dorsett, AICP
David Franusich
Steve Huppert
Craig Moore, Chairperson
Joe Powers, Vice-Chairperson
Jennifer D. Sowers
Nichole Hair, Secretary ^{Non-Voting}

Absent: Ashley Cowen
Jonathan Hedrick

Staff/Visitors: Missy Martin, staff
Kali Casper, staff
Cindy Disney, Montgomery County Planning Commission

Chairperson Moore called the meeting to order at 7:01 p.m. in the Christiansburg Town Hall at 100 E. Main Street, Christiansburg, Virginia to discuss the following items:

Public Comment.

Chairperson Moore opened the floor for public comment. No public comments were made. Chairperson Moore closed the floor for public comment.

Approval of meeting minutes for September 9, 2013.

Chairperson Moore introduced the discussion. Commissioner Dorsett made a motion to approve the Planning Commission meeting minutes. Commissioner Sowers seconded the motion which passed 9-0.

Planning Commission Public Hearing to receive comments on the recodification of the Christiansburg Town Code.

Chairperson Moore opened the discussion asking for public comments. No public comments were made. Chairperson Moore moved to close the public hearing.

Other Business

Chairperson Moore asked for other business.

Vice-Chairperson Powers asked for clarification on the keeping of swine and goats in designated zoning areas as part of the recodification. Ms. Hair replied that she would ask Administration for clarification on this change.

Ms. Hair asked the Commissioner's to email any other questions regarding the recodification.

Vice-Chairperson Powers asked for clarification on the permitted uses for single family dwellings of family members and unrelated members. Ms. Hair explained the definitions of family members and unrelated household members.

Commissioner Dorsett inquired about the legality of the section in the Charter referencing prevention of certain persons from coming into Town. Ms. Hair replied she would clarify with Administration.

Ms. Hair reminded the Commissioner's to register as soon as possible for the 80th Planning Commissioners Training to be held in Blacksburg in January 2014.

There being no more business Chairperson Moore adjourned the meeting at 7:22 p.m.

Craig Moore, Chairperson

Nichole Hair, Secretary ^{Non-Voting}

DRAFT

Policy for Donations of Amenities

Purpose: To establish guidelines for the donation of amenities to the Town of Christiansburg for items such as benches, trash receptacles, trees and other items that may be offered to enhance the Town's livability.

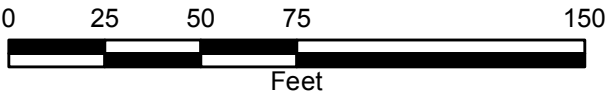
Guidelines:

- The Town staff will establish the specifications of items to be donated and should match the other amenities in the area where they are to be installed.
- In most cases, the donor will make a monetary contribution and the Town will purchase and install the item or items.
- Plaques may be requested as part of the donation. The Town will purchase the plaques with the donated funds to ensure consistency.
- Plaques should be for the following:
In memory of _____
Donated by _____
In honor of _____
- The Town staff will work with the donor to pick a location for the amenity and take into consideration the need, safety and maintenance requirements.
- If the donated item and/or plaque are vandalized or stolen, the Town will replace the item and/or plaque once within the first ten years. After ten years, the amenities will be maintained based on need and current standards. Plaques will not be removed after ten years unless they become damaged. Plaques may be replaced through an additional donation of the replacement cost.
- The Town reserves the right to move or remove the amenities if the need arises. The first step before removal would be to move the amenity to another appropriate location.
- Donation amounts at a minimum will cover the purchase price plus the freight charges and the price for the plaque.



Proposed Park Bench Locations

Map prepared by Town of Christiansburg Engineering Department 09/10/2013.



- Roads
- Yellow rectangle Proposed Park Bench

RESOLUTION NO.

AT A REGULAR MEETING OF THE TOWN COUNCIL OF THE TOWN OF CHRISTIANSBURG, VIRGINIA HELD AT THE CHRISTIANSBURG TOWN HALL ON TUESDAY, _____, 2013 AT 7:30 PM

A RESOLUTION ADOPTING A SCHEDULE OF AMBULANCE TRANSPORT FEES AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, on _____, 2013, the Town of Christiansburg enacted Ordinance _____, which provides for cost reimbursement to the Town for emergency medical transport services as authorized by the Code of Virginia; and

WHEREAS, pursuant to said Ordinance, the Town shall establish by resolution a schedule of rates for emergency medical transport services; and

WHEREAS, the U.S. Department of Health and Human Services issued regulation effective _____, which establishes a fee schedule for the payment of ambulance services under the Medicare program based upon specific codes or categories of ambulance services that must be complied with to receive Medicare reimbursements; and

WHEREAS, The Council desires to structure its fee schedule in a similar manner to facilitate reimbursement from insurance carriers;

NOW THEREFORE, be it resolved by the Town Council of the Town of Christiansburg, Virginia, as follows:

- 1) The emergency medical transport service fees that shall be charged by the Town of Christiansburg emergency medical services shall be **120%** of the Medicare rate for such services adopted by the U.S. Department of Health and Human Services and published _____, as amended from time to time.
- 2) The current Medicare rates and Town rates adopted herein are as follows:

| <u>Service</u> | <u>Medicare Rate</u> | <u>Town Rate</u> |
|---|----------------------|------------------|
| Advanced Life Support (ALS) 1 Emergency | | |
| Advanced Life Support (ALS) 2 Emergency | | |
| Basic Life Support (BLS) Emergency | | |
| Mileage: | | |

- 3) No patient shall be denied emergency medical services as a result of the inability to pay.
- 4) This fee schedule shall become effective on _____.

Medicare 2013 Allowable Amounts

Urban

24060

| Town of Christiansburg | 2013 Medicare Allowable (Urban) | 120% | 125% | 130% |
|---|--|----------|----------|----------|
| ALS NE A0426 | \$260.36 | \$312.43 | \$325.45 | \$338.46 |
| ALS E A0427 | \$412.23 | \$494.68 | \$515.29 | \$535.90 |
| BLS NE A0428 | \$216.96 | \$260.36 | \$271.20 | \$282.05 |
| BLS E A0429 | \$347.14 | \$416.57 | \$433.93 | \$451.28 |
| ALS 2 A0433 | \$596.65 | \$715.98 | \$745.81 | \$775.64 |
| Specialty Care A0434 | \$705.13 | \$846.16 | \$881.41 | \$916.67 |
| Urban Mileage or Rural Mileage 18+ A0425 | \$7.09 | \$8.51 | \$8.86 | \$9.22 |

Prepared by: EMS Management & Consultants, Inc.

Montgomery County | Blacksburg | Christiansburg

Tourism Strategic Plan

Developed with support by the Virginia Tourism Corporation



Virginia 
is for Lovers[®]

Adopted by: Montgomery County, Town
of Blacksburg, and Town of
Christiansburg on _____

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Overview

Tourism is a \$122 million industry in Montgomery County, Blacksburg, and Christiansburg, providing over 1200 jobs. The development and promotion of tourism with applicable assets and attractions will increase visitor interest and spending, and will enhance quality of life of citizens and increase interest in all types of business establishment and expansion. Tourism is a significant economic development strategy for the future of the area.

With these factors considered, this tourism strategic plan was completed in 2013 to assist county and town officials and stakeholders to further develop and promote tourism, and to guide staff and volunteers who oversee tourism focused programming during the following five years and beyond. This plan was developed with wide tourism stakeholder input, including detailed oversight and input by government body leadership. A full situational analysis of tourism was completed as part of the planning process and is summarized within this document. That analysis and other facilitated input from stakeholders were used as reference to draft this plan and the following determined tourism vision, mission, goals and objectives of the plan:

Mission Statement

The Tourism Mission Statement for Montgomery County is: *To stimulate economic opportunity and enhance quality of life by the celebration and sharing of our culture, heritage and natural beauty through authentic visitor experiences. We will promote our destination in a manner that fosters partnerships and sustainable growth.*

Vision Statement

The Tourism Vision Statement for the Montgomery County is:

To be the premier mountain destination for travelers seeking unique recreational experiences in an area rich with natural resources, history, culture, and vibrant communities.

Goal 1

Improve Tourism Marketing

Goal 2

Improve Tourism Infrastructure

Goal 3

Develop and Cultivate Tourism Partnerships

Goal 4

Develop Tourism Education Programming and Advocacy

Goal 5

Promote the Growth Tourism in Montgomery County through Strong Programming and Policy

It is imperative to note that other applicable planning efforts and documents should be referenced and possibly utilized during the implementation of this plan. For example, a tourism study was commissioned by the Montgomery County Chamber of Commerce and prepared by Randall Travel Marketing, Inc. of Mooresville, NC in 2008. That study is available as a supplement to this document. Additionally, the Virginia State Tourism Plan was completed in 2013 and includes relevant ideas and recommendations, both as they apply to the entire state and the region in which Montgomery County is located. The Virginia State Tourism Plan can be viewed at www.vatc.org/stp. There are numerous other studies and reference pieces for review and consideration.

Acknowledgments

Montgomery Regional Tourism Operating Board

Craig Meadows, Montgomery County Administrator
Barry Helms, Christiansburg Town Manager
Marc Verniel, Blacksburg Town Manager

Montgomery Tourism Development Council

Krishna Chachra
Tom Norman
Jim Politis
Craig Meadows
Barry Helms
Marc Verniel
Connie Hale
Scott Sink
Melissa Richards
Kathy Drummond
Henry Showalter
Eric Johnsen

This tourism strategic plan is the result of input by the following locality representatives, business owners, organization leaders and other stakeholders:

| <u>First Name</u> | <u>Last Name</u> | <u>ORGANIZATION</u> |
|-------------------|------------------|---|
| Diane | Akers | Blacksburg Partnership |
| Paula | Alston | Montgomery-Floyd Regional Library |
| Lanny | Belcher | Hilton Garden Inn, Blacksburg |
| Gail | Billingsley | Smart College Visit.com |
| Lisa | Bleakley | Director, Montgomery County Regional Tourism Office |
| Brad | Buchanan | Montgomery County Parks and Recreation |
| Joyce | Beliveau | Beliveau Estate and Winery |
| Laureen | Blakemore | Downtown Blacksburg Inc. |
| Courtney | Bosworth | Radford University- Communications |
| Heather | Browning | Town of Blacksburg- Community Relations |
| Kevin | Byrd | New River Valley Planning District Commission |
| Terry | Caldwell | Town of Christiansburg- Aquatic Center |
| Donna | Speaks | Mockingbird Café and Bakery |
| Krishna | Chachra | Town of Blacksburg Town Council and MTDC Chair |
| John | Coleman | CrossPointe Conference Center |
| Susan | Coleman | CrossPointe Conference Center |
| Nancy | Creed | Hilton Garden Inn, Blacksburg |
| Meghan | Dorsett | Historic Cambria |
| Karen | Drake | Town of Blacksburg- Planning |
| Zack | Davis | Intern, Montgomery Chamber of Commerce |
| Heather | Ducote | Center for the Arts at VT |
| Brad | Epperley | Town of Christiansburg- Parks and Recreation |
| Sue | Farrar | Montgomery Museum |

| | | |
|------------------|---------------|--|
| Melissa | Georges | The Inn at VT |
| Marty | Gordon | The News Messenger |
| Nicole | Hair | Planning Director, Town of Christiansburg |
| Becky | Hawke Wilburn | Town of Christiansburg- PIO |
| Jeff | Hedge | BACKCOUNTRY.COM |
| Barry | Helms | Town of Christiansburg, Town Manager |
| Cary | Hoge | GM Hampton Inn, Christiansburg |
| Lynn | Huber | Our Daily Bread Bakery and Café - Marketing |
| Teresa | Hughes | The Inn at VT |
| Alvin | Humes | President NAACP-NRV |
| Steve | Huppert | Christiansburg Town Council |
| Eric | Johnsen | State Farm and MTDC |
| Whitney | Knollenberg | VT HTM Graduate Assistant |
| Bob | Leonard | VT Professor Theater of Arts |
| Susan | Mattingly | Executive Director, The Lyric Theater |
| Libby | Mansfield | DOS, Holiday Inn, Christiansburg |
| Anne | McClung | Director of Planning and Building |
| Susan | McMains | Montgomery County Tourism Office Assistant |
| Craig | Meadows | Montgomery County Administrator |
| Tacy | Newell | Main Street Coffee Depot, Christiansburg |
| Tom | Norman | GM Courtyard Marriott and MTDC |
| Richard | Obiso | Attimo Winery |
| Christina | O'Conner | Christiansburg Citizen (DT organization initiative) |
| Tara | Ogle | DOS, Hampton Inn, Christiansburg |
| Graham | Owen | Montgomery County Planning Office |
| Jeremy | Pedrotti | NRV Superbowl |
| Kelly | Queijo | Smart College Visit.com |
| Jim | Politis | Montgomery County and MTDC |
| Bryan | Rice | Rice Realty |
| Melissa | Richards | University Relations at VT and MTDC |
| Ruth | Richey | Montgomery County PIO and MTDC |
| Ken | Rogers | Holiday Inn University |
| Randy | Rose | VA Tourism Corporation |
| Jami | Ryan | Next three Days |
| Steve | Sandy | Director, Montgomery County Planning Office |
| Mary | Schnitzer | Christiansburg Institute |
| Jessica | Schultz | Farmers Market, Blacksburg |
| Sharon | Scott | Montgomery County Chamber of Commerce |
| Tom | Shaver | GM, The Inn at VT |
| Henry | Showalter | Town of Christiansburg and MTDC |
| David | Smith | GM, Quality Inn Christiansburg |
| Ellen | Stewart | Blacksburg Farmers Market |
| Terry | Stike | NRV Superbowl |
| Russell | Stone | Christiansburg Small Business and VA NAT DEF |
| Catherine | Sutton | Executive Director, Montgomery County Chamber of Commerce |
| John | Tutle | SERVPRO |
| Catherine | VanNoy | Southwest Virginia Cultural Heritage Commission – Marketing Independent Contractor |

| | | |
|----------------|-------------|---|
| Phillip | Vaught | NRV Magazine |
| David | Verde | Christiansburg Citizen (DT organization initiative) |
| Marc | Verniel | Town of Blacksburg, Town Manager |
| Ruth | Waalkes | Center for the Arts at VT |
| Barbara | Walker | Forestry Service |
| Lea | Wall | Holiday Inn Blacksburg |
| Randy | Wingfield | Town of Christiansburg, Asst. Town Manager |
| Bernie | Wurtzburger | The Oaks Victorian Inn Bed and Breakfast |
| Linda | Wurtzburger | The Oaks Victorian Inn Bed and Breakfast |

Randall Rose, partnership marketing development specialist with the Virginia Tourism Corporation (VTC), facilitated the strategic planning process and drafted this document with the assistance and input of the listed stakeholders. The outline and some general content of this plan follow a format that has been used for developing other locality tourism plans in Virginia. Tourism Director, Tourism Director worked with stakeholders and government leadership to edit and complete the final version.

Background

Background – Development of this Plan

In late 2012, Virginia Tourism Corporation (VTC) was engaged to facilitate stakeholder input sessions and develop the draft version of this plan. In preparation, VTC met with the newly formed Montgomery Regional Tourism Office to provide an overview of the planning process to the tourism advisory committee and to prepare for stakeholder input sessions. Input sessions were held on December 12 and January 24, 2013 at CrossPointe Conference Center in Christiansburg, VA. The document was then framed based on the stakeholder input received. Additional relevant data was added at time of editing. A final review of the draft of this document was conducted during a facilitated session March 19, 2013 as well as review by board of supervisors and town council members during their work sessions in April 2013. Final changes and edits were overseen by tourism staff and advisory before a final review and adoption by the Montgomery County, the Towns of Blacksburg and Christiansburg and the tourism operating board.



December and January
Planning Sessions

Background – Past Tourism Efforts

Montgomery County has entertained visitors for many years, from the Native Americans and early settlers that traveled the Wilderness Road hundreds of years ago, to people visiting family and friends or recreating on the New River during the centuries since. Yellow Sulphur Springs and Allegany Springs provided an oasis for Montgomery County, Virginia, since before Blacksburg was incorporated in 1798. Generations of weary travelers have benefited from her waters and her hospitality. However, not until recent decades has planning and programming been formally put in place to facilitate tourism interest and visitation. The following timeline highlights those efforts:

1970's:

- In the late 1970s a small group of **Blacksburg** merchants a plan to sponsor an annual summer fair. Their efforts did long to root, and eventually the celebration they founded be the Steppin' Out Street Festival. Buoyed by the success Steppin' Out and encouraged by town citizens, the merchants created a formal organization to represent and the town's Central Business District.



hatched
not take
grew to
of
advance

1810 Hotel

1980's:

- In 1988, the Downtown Merchants of **Blacksburg** (DMOB) was formed and created special events to be added to the successful Steppin' Out.

1990's:

- The Summer Arts Festival (a joint effort by **Virginia Tech** and the Town of **Blacksburg**) was established in 1991. This Festival is held each summer beginning in June and ending in late August. Events include: live theatre productions; gallery exhibitions at the Armory Art Gallery; outdoor musical concerts on Henderson Lawn, an Independence Day Celebration sponsored by the Town of Blacksburg; the Steppin' Out Street Festival, Art at the Market, Summer Solstice sponsored by the Downtown Merchants Association; three classic films sponsored by and being shown at The Lyric Theatre on College Avenue.
- The Blacksburg Farmers Market opened.
- Revitalization of downtown **Christiansburg** committee established to work on revitalization ideas. Among the ideas was the concept and developed strategy to establish as New River Farmer's Market and Processing Center. The Main objective was to create a retail outlet for local farms to sell their product while enhancing tourism and commerce for the community.

There are numerous sporting events beyond highly visible Virginia Tech competitions. For example, the New River Valley Superbowl has hosted approximately 39,000 out-of-town bowlers in tournaments since the late 1990's.

- Adventure World Skate and Fun Center in Christiansburg opened. Adventure World hosts laser tag, roller skating, an arcade, and designated spaces for parties and events.

2000's:

The **Blacksburg** Partnership is a non-profit, independent economic development organization formed by the town, business and university communities. The purpose is to bolster the vitality of Blacksburg through projects that attract visitors and retail prospects. Partnership projects include development of property, the revitalization of retail districts, special events and the creation of marketing programs. Events include Fork and Cork, Brew Do. Restaurant Week is a partnership between Downtown Merchants of Blacksburg and Blacksburg Partnership.

The **Montgomery County Chamber of Commerce** launched a regional tourism initiative during this decade. In 2007, a tourism development council was formed and the Chamber worked with the localities on a contract basis in support of the tourism initiative. This effort was suspended in June of 2009.

A tourism study was commissioned by the **Montgomery County Chamber of Commerce** and prepared by Randall Travel Marketing, Inc., Mooresville, NC in 2008. The objective of this study was to conduct comprehensive visitor research and develop a strategic marketing plan to effectively position and market Blacksburg and Christiansburg as a travel and tourism destination of choice.

Downtown Blacksburg Inc. holds first Summer Solstice in Downtown Blacksburg in June.

2010's

- The **County** continues to grow its visitor offerings. Examples include: Sinkland Farms in Riner with its wildly popular Pumpkin Festival in October, the EastMont Tomato Festival Shawsville held in August and three wineries including Attimo Winery; Firefly Hill Vineyards; Maison Beliveau Estate Winery, Bed and Breakfast and Event Venue.

The **Montgomery County Chamber of Commerce** worked with Mid Sweden University, Ostersund on a lodging front line employee study in January 2010. The study was intended to gather a baseline measure of the level of destination knowledge the front line hospitality employee possessed. This information would be instrumental in the development of a training program for hotel front desk staff.

The **Christiansburg** Aquatic Center opened to the public in July 2010. The completed facility encompasses 64,000 square feet, emerged as a new department for the Town. The Town's unique partnership with Virginia Tech has been an influential factor in the fast success of this facility; in addition to hosting the university's home meets, the CAC has also taken the lead in Virginia for hosting age group championships. The meets can bring up to 800 swimmers and divers, along with their families to Christiansburg and the surrounding area.

In 2011, the **Towns and County** agreed to form a joint tourism office to support tourism efforts across the Towns and the County. A Tourism Development Advisory Council was formed and a Tourism Executive Director hired in 2012.

The **Montgomery Regional Tourism Office** began work sessions to develop the strategic plan for tourism in Montgomery County late 2012 and continued through the first calendar quarter of 2013.

Locality **Parks and Recreation Departments** and private sports organizations have been and continue to be interested in hosting amateur youth sports in the region such as Dixie Youth Baseball, USSSA Baseball, softball, basketball, soccer, and rugby. Those departments are also very involved in outdoor recreation such as river activity, cycling, hiking trails, etc. that attract the various types of adventure travelers.



Christiansburg Aquatic Center

Situational Analysis

As an important aspect of the planning process, the stakeholders conducted a situational analysis of tourism to help determine the goals and objectives of this plan, including an overall situational analysis as well as a focused analysis on premier tourism assets, targeted visitors, infrastructure, marketing, policy, and education/customer service. The observations and recommendations made by stakeholders follow.

Overall/General Situational Analysis - SWOT

The discussion and identification of SWOT - S (Strengths) W (Weaknesses) O (Opportunities) and T (Threats) was used as a key method in developing this tourism strategic plan for Montgomery County. Strengths and Weaknesses are internal factors, while Opportunities and Threats are external factors. Goals, Objectives, Targets, Measures, and Initiatives were all determined after careful consideration of the SWOT analysis:

Strengths:

- I-81/Rt.460- Easy access, well-traveled
- Ample lodging base, good variety, diverse (hotels and bed and breakfasts)
- Numerous annual festivals and events *
- Proximity of Virginia Tech, Radford University and New River Community College
- Less than a two-hour drive from many other Virginia higher education institutions
- National and International exposure/awareness through universities
- Athletic facilities- including Harkrader Sports Complex and Christiansburg Aquatic Center
- Variety of dining options - cultural diversity
- Mix of franchises and local-owned businesses
- Natural beauty- mountains, river, trails
- Recreational (Outdoor) trails
- Huckleberry Trail
- Local Artisans, craftsmen, and authors
- Golfing opportunities
- Historical sites and rich history
- Agriculture uses/activities- agribusiness
- Good hospitality base for lodging and dining
- Public safety- low crime rate
- Diverse economic base
- Infrastructure to provide good home base to day travel in neighboring counties
- Close proximity (within 1 hour) of regional attractions
- Growing number of wineries in Montgomery County and close proximity to other wineries
- Teen activities (Pandapas Pond, Adventure World etc.)
- Progressive/innovative citizens and businesses
- Educated and affluent community
- Shopping Opportunities (mall, unique shops, antique shops, nearby counties unique shopping)
- Local government is supportive of tourism
- Cooperation (towns, leaders, etc.)
- New River and regional planning for focus on this asset
- Jefferson National Forest
- Proximity to the Blue Ridge Parkway
- Diverse portfolio of visitor offerings, including unique downtown Blacksburg, the beautiful country-side and authentic experiences of the County to familiar franchise shopping, dining and entertainment in Christiansburg.
- Good sleeping room inventory
- Scenic vistas and open spaces/green spaces
- Wilderness Road lends connection with America's history



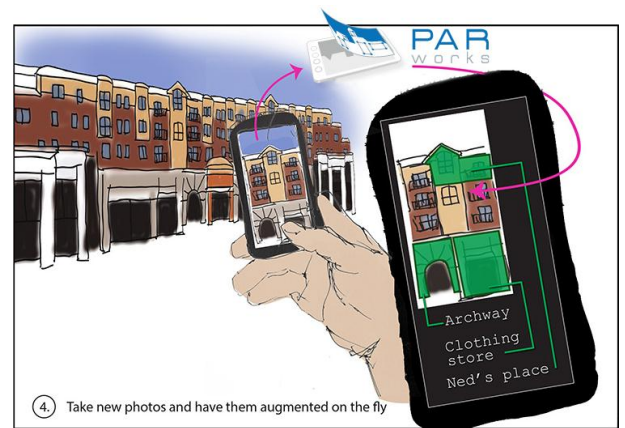
- Thriving Arts community with venues such as the Blackbox Theatre, New Center for the Arts at VT, and Lyric Theater
- Small town community charm.
- Proximity to Civil War Trail
- Live Music events
- Proximity to Appalachian Trail
- Participation in The Crooked Road and `Round the Mountain marketing organizations
- Good public bus transportation. Poised with rail for any future passenger train service.
- Four distinct seasons
- Established festivals: Stepping out, Pumpkin Festival, Tomato Festival, Heritage Festival, Heritage Day, Wilderness Trail Festival, International Festival, FloydFest (proximity and spillover)
- Nature education opportunities (birding, Wildflowers, mushrooms)
- Proximity to Roanoke Valley
- Corporate presence (BAE, Moog, Volvo, Backcountry.com)
- Good health care industry
- Growing number of tech startups
- Social media savvy population

Weaknesses:

- Airlift
- Sign regulations/ordinance creates way-finding challenges
- Perception that Virginia Tech football is all there is to do
- Low promoted potential visitors activities
- Poor marketing, including lack of knowledge on events
- Limited promotional resources for businesses
- No daily local print media
- Little collaboration in marketing
Online search- Montgomery County, VA comes in second to Montgomery County, MD
- No true tourism visitor service location- visitor center is needed
- Community image internal and external
- Disparity in income distribution
- Territorialism due to county and town "lines". Visitor doesn't know, see nor care about these.
- Limited advertising opportunities highways and interstate
- Minimal tourism focused funding
- Differing mindsets between the localities
- Lack of knowledge and celebration of our history (coal, Appalachia)
- Limited children's activities
- Limited multipurpose sports facilities, thereby limiting sports tourism
- Limited meeting and conference space, thereby limiting meetings industry
- Low profile outside of Southwest Virginia
- Not using I-81 to its full potential
- Image to others and self-image
- Limited transportation access

Opportunities:

- Many groups/partnerships already exist and should be utilized to full potential
- Farming heritage/ farm tours / farmers market
- Increasing cultural diversity
- Proximity to major markets
- Rails provide potential for a passenger train service
- Terrain- environment
- Outdoor activities
- Creative talent
- Universities
- Young people in area
- Accessibility
- Diversity of potential activities
- History
- Not saturated, over-promoted. Leaves room for responsible growth
- Museums
- Research outcomes- interest by visitors is seeing technology
- Collaboration with other counties and tourism agencies/ businesses
- Strong businesses in county, especially retail
- Businesses that cater to young professionals
- Lower cost of living
- Ease of life
- Virginia Tech - brand visibility
- Assets still open to development
- Three local government cooperating
- Momentum – projects in process
- Significant growth in parks and outdoor activities
- Existing visitor base
- Retirement destination
- Virginia Tech attracts young professionals, tourism draw, etc.
- Quality of life
- Technology resources
- Opportunity to establish new brand (not having to change or overcome an old brand)
- Public-private partnerships
- Multiple business cooperatives
- Opportunity to pool resources
- Wedding destination development
- Partnerships (Ex. Antiques and History to apply for MLP \$\$\$)
- Retirement Draw- College town
- Hub for regional attractions such as: Floyd, Claytor Lake, Appalachian Trail, The Cascades, BlueRidge Parkway
- High School Tournaments, Sports Clinics
- VT/RU- Sports, Academic, Cultural, Cont. Ed Conferences



PAR Works AR Technology, Finalists in 2013 SXSW Blacksburg Tech Startup



Agricultural Heritage and Resources

Threats:

- Size of County may prove to be a challenge when deciding how to market
- Identity (lack of, overshadowed VT Football or lingering one from VT shootings)
- Locations (somewhat isolated from metro area)
- Lack of focus in programming
- Lack of trust
- Neighboring regions competing
- Current visitors not happy with visit
- Ourselves (self-Image)
- Economy and reduced funding
- Fuel prices (drive market)
- Lack of directed teamwork/partnerships
- Condition of I-81 (increased truck traffic)
- Limited local transportation options
- Expensive airfare
- No passenger rail service
- Infrastructure (keeping up with population growth)
- Dominance of Virginia Tech in regards to consumer awareness
- Limited political leverage (statewide)
- Perception of town/student relationship
- Losing Virginia Tech sports seasons

Focused Situational Analysis – Premier Tourism Assets

Following is a list of the determined premier tourism assets for Montgomery County, which are the assets that are most likely to be shared first and prominently with potential visitors through advertising and promotion. A complete inventory of all tourism assets in Montgomery County has been completed separately and is available as a supplement to this plan.



Virginia Tech Night Game

Markets and Assets

Assets lend themselves to certain markets

ASSETS

| | Competitive Sports | Outdoor Recreation | Leisure | Group Meetings | Heritage and History | Arts and Culture |
|--|-----------------------|-----------------------|---------|-------------------|----------------------------|------------------------|
| Huckleberry Trail | | • | | | | |
| Christiansburg Aquatic Center | • | | • | | | |
| Rails to Trails: Proximity to the Virginia Creeper Trail | | • | • | | • | |
| The Black House | | | • | | • | |
| Montgomery Museum and Lewis Miller Regional Art Center | | | • | | • | |
| The Christiansburg Institute | | | • | | • | |
| VT- Center for the Arts | | | | | | • |
| Antiques Roadshow (Auction Gallery local) | | | • | | • | |
| Claytor Lake | | • | • | | | |
| Ball fields and facilities | • | • | • | | | |
| Hiking trails | • | • | • | | • | |
| Blacksburg Price House Nature Center | | | | | | |
| Crooked Road Music Trail | | | • | | • | • |
| Rails for Railroad enthusiasts | | | • | | • | |
| Cascade Falls in neighboring Giles County- 11 waterfalls | | • | • | | | |
| Harkrader Sports Complex | • | | | | | |
| Appalachian Trail | | • | • | | | |
| Historical Attractions | | | • | | • | |
| Smithfield | | | | | | |
| Plantation | | | • | | • | |
| Odd fellows Hall | | | • | | • | |
| Shaffer Memorial Cemetery (an African-American cem.) | | | | | • | |
| Mary Ingles Draper | | | | | • | |
| Round the Mountain Artisan Trail | | | • | | | • |
| The Inn at VT Conference Center | | | • | • | | |

Markets & Assets

| ASSETS | Competitive Sports | Outdoor Recreation | Leisure | Group Meetings | Heritage and History | Arts and Culture |
|--|--------------------|--------------------|---------|----------------|----------------------|------------------|
| Wineries | | | • | | | |
| NRV Superbowl | • | | • | | | |
| Agritourism | | | • | | • | |
| Trout Farm | | | • | | | |
| Sinkland Farms | | | • | | | |
| Kentland Farm | | | • | | | |
| Horse Barns/Shows | | | • | | | |
| Christmas Tree Farms | | | • | | | |
| Shawsville/Elliston Valley | | | • | | | |
| Hethwood Market | | | • | | | |
| Blacksburg Farmers Market | | | • | | | • |
| Christiansburg Farmers Market | | | • | | | |
| Festivals and Events | • | • | • | • | • | • |
| Numerous Apiaries (honey) | | | • | | | |
| Microbrewery growth | | | • | | | |
| B&B coop (serve/sell local foods) | | | • | | | |
| Lavender Farm At Beliveau | | | • | | | |
| Orchards | | | • | | | |
| National Forest | | • | • | | | |
| Coffee shops such as Main Street Depot and Lucie Monroes | | | • | | | • |
| Buffalo Farm and Restaurant (unique dining concepts) | | | • | | | |
| 3-Bird Berry Farm | | | • | | | |
| Catawba Valley | | • | • | | | |
| Garden Tours | | | • | | | |
| Mushroom Hunting | | • | | | | |
| CrossPointe Conference Center | | | | • | | |
| Meadowbrook Center- Shawsville | | | | | | • |
| NRV Heritage Coalition | | | | | • | |

Markets & Assets

| ASSETS | Competitive Sports | Outdoor Recreation | Leisure | Group Meetings | Heritage and History | Arts and Culture |
|---|--------------------|--------------------|---------|----------------|----------------------|------------------|
| Live Music (Blacksburg Music Organization) | | | | | | • |
| Hotel meeting space | | | | • | | |
| University potential conference space in summer | • | | | • | | |
| New River | • | • | • | | | |
| Pete Dye Golf Course | • | • | • | | | |
| Crimpers | • | | • | | | |
| NRV Junction | | • | • | | | |
| Putt Putt | | | • | | | |
| Driving Ranges | | | • | | | |
| Golf Courses | • | • | • | | | |
| Batting Cages | | | | | | |
| Hand in Hand Caboose Park | | | • | | | |
| Frog Pond | | • | • | | | |
| Recreation Center | | | • | | | |
| Skate Park | • | • | • | | | |
| Scenic Byways (Rt. 8) | | • | • | • | • | • |
| Blue Ridge Parkway | | • | • | • | • | • |
| I-81 | | | • | • | | |

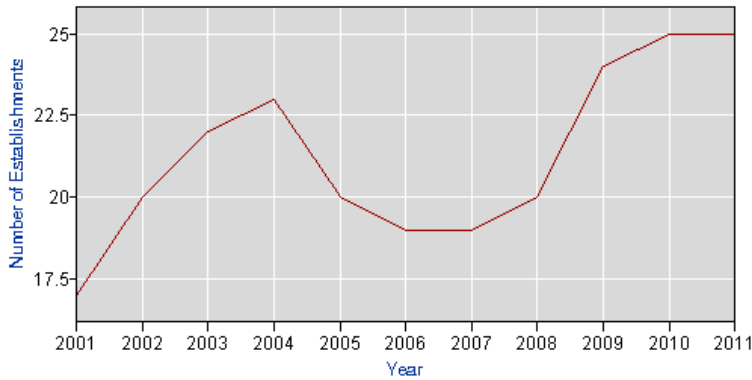
Tourism Infrastructure Snap Shot

In recent years, the area has seen growth in various tourism infrastructure, including lodging, food services, and conference/meeting locations.

Accommodation and Foodservice

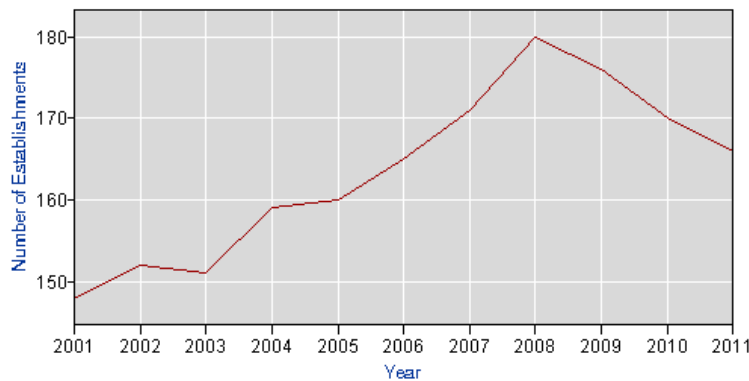
Source: Bureau of Labor Statistics

Montgomery County, Virginia
Accommodations - All establishment sizes
Number of Establishments



| Year | Annual |
|------|--------|
| 2001 | 17 |
| 2002 | 20 |
| 2003 | 22 |
| 2004 | 23 |
| 2005 | 20 |
| 2006 | 19 |
| 2007 | 19 |
| 2008 | 20 |
| 2009 | 24 |
| 2010 | 25 |
| 2011 | 25 |

Montgomery County, Virginia
Food services and drinking places
Number of Establishments



| Year | Annual |
|------|--------|
| 2001 | 148 |
| 2002 | 152 |
| 2003 | 151 |
| 2004 | 159 |
| 2005 | 160 |
| 2006 | 165 |
| 2007 | 171 |
| 2008 | 180 |
| 2009 | 176 |
| 2010 | 170 |
| 2011 | 166 |

Information will be inserted as research is conducted

Conference Space and Service Inventory

Sleeping Room Inventory

Attractions Inventory

Dining Inventory

Recreational Inventory

Parks/Recreation

National Forest Acreage/Assets

Wilderness Areas

Accessible River/Creeks/Streams & Boat Ramps

Birding Trails

Appalachian Trail, National Forest, and other Trails

| Trail Name | Difficulty | Length | Types of Use |
|------------|------------|--------|--------------|
| | | | |
| | | | |
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| | | | |

Focused Situational Analysis – Tourism Infrastructure

Stakeholders were also asked to consider the current situation and needs of tourism infrastructure, with infrastructure being any services, assets, amenities, etc. needed to serve targeted visitors, and enhance and increase tourism economic development for the County. The following observations were made:

- Visitor center needed. Also need kiosks at all entry points (I81, 460, 114, Prices Fork)
- New River- Need more access points
- Huckleberry Trail- Need more access points
- Enhance signage (on interstate)
- Prominent, consistent way-finding signage within County and Towns (Destination)

- Better promote and develop coalmines, farmlands, agritourism, heritage tourism
- Public facilities (restrooms, vendors, water, rentals) needed on trails etc.
- Air and train travel into the region needs to be more accessible and affordable (i.e.: to support arts festivals and events: national, international artists)
- Public bus transportation is an asset. However, bus travel could be more convenient to Megabus travelers (connecting, making way to hotels etc...) available information to navigate from point A to B.
- May need feasibility study: locations for quality multipurpose sports complex. Inventory of ALL sports events, facilities. Discover capacities and capabilities.
- Some current facilities that house visitors/tourists may need updating/enhancements
- Creation of small business to advance our current recreational events (bike rental shop)
- Create and expand festivals and events around football games and other times that visitors are most likely in the area.
- Youth/indoor targeted facilities needed. Teen centers (activities that would appeal to this group), children's museum, etc. - Point is to ENABLE parents to spend money.
- May need 8000-10,000 seat multipurpose Civic Center to be used for staged events, consumer and trade shows, banquets and meetings.
- Evaluate fiber optics, broad band, etc. needs
- Review international visitor services? Are there translation needs.
- Additional golf courses may be considered
- Trolleys should be considered for towns for connectivity with attractions, shopping, dining and lodging.
- Agritourism
 - Land preservation efforts needed
 - Farmers Market (Christiansburg, Blacksburg) is beneficial
- Perception of parking shortage in downtown Blacksburg
- Lack of tourism related businesses. May need to do gap analysis. Clustering should be considered.
- Consider tourism zones



Event in Downtown Blacksburg

Focused Situational Analysis – Marketing

During a focused analysis on tourism marketing, the following observations and recommendations were determined:

- Need to establish brand, tagline, etc.
- Consider wedding destination promotional efforts
- Establish welcome Center- needs to be centrally located, easy access off I-81
- Consider establishing visitor information kiosks at other locations
- Improve customer service- educated staff relating to community, events, etc.
 - Talking points need for consistent message
 - Make brand widely known among especially, front-line staff

- Boy Scout Jamboree comes into the area every 4 years. Consider applicable promotion
- Consider including various transportation options into tourism marketing/resources
- Maximize public relations as a marketing tool, including targeting major television shows, magazines, etc.
- Develop county brochure of premier promotional piece
- Utilize Virginia Tourism Corporation's Marketing Leverage Program to leverage funds
- Review cooperative tourism marketing opportunities/models for consideration
- Promote the New River Valley, in addition to Montgomery County
- Include history prominently in marketing. Include genealogy and other components
- Make "internal marketing" or marketing to local residents a key component of the marketing plan
- Carefully evaluate target audience and consider niche and expanded markets such as sports, outdoors, etc. and further out geographic markets
- Evaluate promotion opportunities through retail associations such as Virginia Bed and Breakfast Association, VA CVB, etc.
- Evaluate feasibility of a primary community calendar (web-based)
- Market through businesses and recreation centers. Possibly develop a toolkit for such partnership marketing opportunities
- Work with the NRV PDC to maximize the Explore NRV website and marketing initiative
- Promote friendly southern hospitality
- Emphasize that the area is a destination in marketing, a hub-base to support day trips into the larger area
- Promote local food opportunities in marketing
- Include scenery and outdoor recreation in marketing – mountains, river, fishing, boating, etc.
- Promote highlands connection (genealogy, family reunions, heritage)
- Partner with Virginia Tourism Corporation when possible to leverage marketing. For example, the LOVE letters campaign
- Visitors interested in packages (i.e. Drive-in movie circuit/film festival, arts festival- multiple dates/venues)
- Use of trip advisor, e-commerce, Google traveler



The Wilderness Trail Festival
Christiansburg

Focused Situational Analysis –Target Visitors

Also during the focused analysis on tourism marketing, the following observations and recommendations were determined when considering target visitors and markets:

- Determine feeder markets (who are they, where are they currently coming from when visiting our area?)
- Determine competitive set (what destinations do we compete with? On what do we compete?)
- Determine if and how we have the opportunity to stand out among comparable destinations such as technology? Thinks about VT and the CRC...what do people expect when they travel into the area?
- Friends and family (most people visiting VA coming to visit F&F) Where from? Who?
- Travelers in transit to other historical sites (Williamsburg, Jamestown)

- I-81 travelers (from where) (to where) (what would compel them to exit in Montgomery County?)
- Students and Parents of Virginia Tech and Radford University (develop ambassadors)
- Virginia Tech and Radford University alumni, students, and visitors
- Need demographic information on visitors (data and assets)
- Families
 - Outdoor recreation
 - Food/beverage Interests
 - Arts/culture
- Older Adults
 - Outdoor recreation (passive/low impact)
 - Food/beverage
- Young Adults
 - Outdoor recreation (active)
 - Food/beverage interests
 - State parks visitors
- Market to conference/meeting participants and their spouses
- Fill rooms during week (need periods, soft areas)
- Identify the need periods
- Middle income should be considered when looking at our year-round assets
- Focus on North Carolina and Virginia metropolitan areas
- Interstate travels should be targeted
- History aficionados
- Potential residents, such as young professionals, retirees, and seniors be potentially targeted
- Sports enthusiasts
- Outdoor enthusiasts
- Antiques/arts enthusiasts
- Current hotel guests (who are they, why are they here, where are they from?)
- Rail enthusiasts



The Lyric Theater,
Blacksburg

Focused Situational Analysis – Tourism Policy

In general, stakeholders felt that current policy and procedures of the county government are conducive to tourism development and growth. However, some observations and recommendations were made during the focused analysis on tourism policy:

- Tourism Director's role should include:
 - Branding for the destination
 - Networking with stakeholders, groups, and identify new ones (RTM, TCR, MCCC)
 - Facilitation of partnerships and cooperation. Promote business cooperatives (3 or more)

- Create a “County Trail” or promotional campaign of artisans, restaurants, museums, outdoor rec, directory of businesses etc.
- Educate entire community about assets, allowing them to be tourism ambassadors
- Bring businesses together on regular basis to educate, network, and share information. Be a resource.
- Work closely with Universities on scheduling events and promoting tourism in the area. Be a resource.
- Establish a Visitors Center
 - Easy access – exit 114/109
 - I 81 visibility
 - Tie to Heartwood (Abingdon) and state welcome centers
 - Possibility of private vendors, colocation or other creative means of revenue generation for purchase and/or lease and operation.
- MTDCs role
 - Advise director on priorities
 - Assist with networking and branding
 - Promote business cooperatives
 - Negotiations with key communication outlets to expand utilities such as: cell coverage and broadband thereby, supporting the connectivity today’s travelers expect (devices including smartphones and tablets).
- Regulations
 - Streamline government reviews and inspections
 - Reduce regulations that are burdensome at local governments
 - Make vacant buildings more attractive
 - Incentivize more downtown development
- Incentives
 - Consider tourism zones; review other locality models, etc.
 - Work toward commercial retail outlet center such as a Bass Pro Shop along I 81



Focused Situational Analysis –Education/Customer Service

During a focused analysis on education and customer service, the following general observations and recommendations were made by stakeholders:

- Consistent customer service training is needed. VTC program may be feasible.
- Establish a “Be a tourist in your own town” program, allowing citizens to become a student of all things Montgomery County. Teach them about the attractions, lodging, restaurants etc. Familiarization tours (FAMs) (Internal and External): just as we would have them for travel writers and potential clients, have them for front line staff. Welcome Centers would also participate.
- Participate in Career Day and other opportunities to educate K-12 on tourism benefits and career option.

- Have a central repository of visitor demographics. This would be a good resource for area businesses in addition to developing the tourism marketing plan.
- Stay current on technology. Mobile, QR codes etc...
- Educate on value of tourism to entire community. Share the tangible and intangible benefits. In addition to the direct tourism businesses, there is also the trickledown effect within small supporting businesses.
- Provide resources such as training, webinars, reference books to front line staff. Directory, maps, etc. should be considered:
 - County map of restaurants and hotels
 - Historic resources map
 - Provide resource book and educate business on its use.
- Educate on importance in property reinvestment. What are visitors looking for, what is likely to be successful, etc.?
- Incentives
 - Governing bodies to offer incentives significant enough to attract investors through tax breaks or matching grants
 - Sponsored tours of historical sites
- Use students in HTM, Business, and Communications program at the Universities to survey visitors (what do we need to know, where do we find the people to survey, how will we survey, and what will we do with the information?)
- Educate University students, parents and alumni to activities in the area that could result in additional night's stay.
 - Provide discounts (benefit) for staying an additional day.
- Short magazine with information, events and activities



Tourism Mission & Vision

Mission Statement

The Tourism Mission Statement for Montgomery County is:

Stimulate economic opportunity and enhance the quality of life by the celebration and sharing of our culture, heritage and natural beauty through authentic experiences. We will promote our destination in a manner that fosters partnerships and sustainable growth.

Vision Statement

The Tourism Vision Statement for the Montgomery County is:

To be the premier mountain destination for travelers seeking unique recreational experiences in an area rich with natural resources, history, culture and vibrant communities.



Blacksburg Farmers Market

Tourism Objectives, Measures, Targets, & Initiatives/Tasks

Following are the identified tourism strategic plan objectives and related implementation measures, targets, and initiatives/tasks as identified by the stakeholders group. Utilization of the identified measures, targets, and completion of the listed initiatives and tasks will result in significant progress toward each tourism goal and objective.

Visioning

A sample of planning participant comments when asked to personally describe the tourism future of the area:

“...Authentic...Eclectic...Vibrant...Organic...”

“...Southwest Virginia hub...”

“...Cool...Eclectic...Diverse”

“Virginia’s premier outdoor recreation and leisure destination...”

“Vibrant arts and culture center”

“Virginia’s Nature Capitol”

Goal 1

Improve Tourism Marketing

Objective 1.1

Implement a comprehensive tourism marketing plan to enhance and improve marketing efforts

Measure 1.1A

Develop and implement a research-based marketing plan

Target 1.1A

Plan developed and ready for implementation by September 1, 2013

Measure 1.1B

Establish branding, theme, logo, and identity

Target 1.1B

Completion and supported/approved usage of branding, logo, taglines, etc. by September 1, 2013

Objective 1.2

Develop an effective data collection and success measurement program for marketing

Measure 1.2

Conduct marketing research to determine how we are known, how visitors are learning about us, quality of their visit, etc.

Target 1.2

Determine feasible research approach and implement strategies and/or appropriate studies (by August 2013 and annually afterwards).

Responsible Individual(s) or Parties - Goal 1

Tourism Director and Montgomery Tourism Development Council (and/or marketing work group). Possibly use Virginia Tech, Radford University, or New River Community College students to assist as appropriate.

Initiative and Task Notes for Goal 1:

- Ensure marketing plan includes strategies that allow for the evaluation of current electronic marketing platforms, including various event calendars and a possible way to merge calendars into a master events calendar, or at minimum, reduce number and improve accuracy of current calendars
- Contract company for branding/logo by June 2013
- Contract company for website by June 2013, launch new site by September 1, 2013
- Develop integrated social media plan to include tourism Facebook page by September 2013
- Communication and coordination
- Focus on message and target audience
- Create a need or desire
- Develop applicable RFP's
- Consider applying for Virginia Tourism Corporation (VTC) matching funds, and utilize other appropriate VTC services. Utilize electronic marketing

Goal 2

Improve Tourism Infrastructure

Objective 2.1

Improve, coordinate, and communicate information about current tourism infrastructure

Measure 2.1A

Improve/develop visitor infrastructure including establishment of physical locations such as a state certified visitor's center, "kiosks" and other sites frequented by visitors such as town and county offices, Virginia Tech Visitors Center, libraries, lodging locations, chambers, retail establishments, etc.

Targets 2.1A

Complete analysis and prioritization of visitor and tourism infrastructure needs/opportunities and develop plan to address needs by priority by December 2013. Implement permanent visitor's center by February 2014.

Responsible Individual(s) or Parties 2.1A

Establish Infrastructure work group with Tourism Director's guidance and facilitation

Initiative and Task Notes 2.1A:

- Define what we want in a Kiosk (paper or electronic)
- Keep kiosks well maintained/stocked, possibly with volunteer citizens or business assistance. Businesses to keep their own stocked
- Establish applicable communication plan to education local businesses and organizations. Possible use government cable channels for all appropriate "internal" communication

Measure 2.1B

Develop marketing materials that assists visitors during planning and visit including mobile and electronic marketing tools and applications (including web-portals), comprehensive visitor's guide, paper resource maps, parking information, restroom locations, etc. by September 2013. Ensure that adequate and appropriate visitors resource information is available and ongoing at historical sites, visitors centers, etc.

Target 2.1B

Compile complete list of all marketing/resource materials, develop and distribute materials by December 2013

Responsible Individual(s) or Parties 2.1B

Marketing work group subcommittee (will need local representatives to assist with development). Engage VT, RU or NRCC marketing, communication and design students. Guidance provided by tourism director.

Initiative and Task Notes 2.1B:

- 8 ½ X11 inch map pad, printed in black and white that can be easily produced, highlighted, and torn off to hand to visitors from multiple locations. Three maps – Christiansburg, Blacksburg, and Montgomery County, either on same map, front

and back, or separate maps if needed, but all in same format. Frame map with local advertisers, localities. Include slogan, tagline, branding, website on maps, etc.

- Establish ongoing brochure fulfillment and monitoring schedule/system
- Survey current mobile application models to determine best approach and model for us.
- Send tourism information to Virginia Tech and Radford University Alumni clubs in other areas to promote longer stays during their visits for meetings, games, etc.

Measure 2.1C

Implement frontline ambassador program that includes education components, scripted talking points, familiarization tours, etc.

Target 2.1C

Program developed and ready for implementation by June 2014

Responsible Individual(s) or Parties 2.1C

Tourism Director, Outreach work group (business and community relations)

Initiative and Task Notes 2.1C

- Establish scripted/talking points
- Develop communication plan to reach business owners to inform them of the importance of equipping the front line ambassadors
- Develop education plan for ambassadors
- Distribute tools to appropriate front-line locations
- Consider providing frontline staff with a “Ask me about the NRV” button to encourage visitor discussion and inquiries
- Consider certification process with incentives for participants and businesses
- Identify key points where ambassadors are most important
- Hold quarterly orientation programs
- Focus on affordable, easily accessible means of education and orientation

Measure 2.1D

Develop and implement visitor’s signage and way finding plan

Target 2.1D

Plan development and implementation begun by July 2016

Responsible Individual(s) or Parties 2.1D

Tourism Director and Policy and Regulatory committee in tandem with Marketing committee.

Initiatives and Task Notes 2.1D

- Develop on ground signage plan, committee directed, with each jurisdiction planning department involved
- Develop funding plan, possibly with funding from each jurisdiction budget
- It will be key to coordinate through the county what is being done in towns and visa-versa. For example, the Huckleberry Trail has visitor way finding, parking, sites, restrooms, etc.
- Need to coordinate with current and proposed visitor “kiosk” locations

Goal 3

Develop and Cultivate Tourism Partnerships

Objective 3.1

Be a catalyst to facilitate stronger local, state, and regional partnerships, creating a synergy to support regional planning

Measure 3.1

Identify and prioritize potential partnership opportunities and current partnership activity level for each, determine opportunities and challenges, etc.

Target 3.1A

Identification and prioritization complete by December 2013

Measure 3.1B

Establish a plan/schedule to participate in meetings to develop/grow partnerships. Plan to include targeted number of partnerships to develop/grow in following four years, including hosting an annual meeting of key partners

Target 3.1B

Plan complete by February 2014.

Responsible Individual(s) or Parties 3.1

Tourism Director and Montgomery Tourism Development Council. Potential partners include but are not limited to Radford, Christiansburg, Virginia Tech, Radford University, `Round the Mountain, Crooked Road, Artisan Trails of Southwest Virginia, locality parks and recreation, area arts organizations, civic leagues, area DMOs, Virginia Tourism Corporation, lodging organizations, outdoor initiatives and organizations, Southwest Virginia Cultural Heritage Foundation and other outlying areas

Objective 3.2

Encourage private and non-profit sector partnerships for cooperative marketing

Measure 3.2A

Identify and prioritize potential private and non-profit sector partnership opportunities and current partnerships. Determine opportunities and facilitate partnership development, facilitate appropriate co-branded ideas, and develop and implement communications tools and plan to connect diverse groups (possible electronic platform for communication in addition to Facebook, Twitter, wiki, online calendar, etc.).

Targets 3.2A

Identification and prioritization complete by December 2013

Establish plan/schedule to begin discussions and meetings to develop/grow partnerships by February 2014. Plan to include targeted number of partnerships to develop/grow in following four years

Responsible Individual(s) or Parties 3.2

Tourism Director and Montgomery Tourism Development Council. Potential partners include but are not limited to Downtown Blacksburg Inc., Blacksburg Partnership, Downtown Christiansburg Inc., Area event organizations, wineries, antique

stores/dealers, Virginia Tech Athletics, agri-tourism sector, sports marketing organizations etc.

Objective 3.3

Develop a marketable identity with partners for shared goals and interests

Measure 3.3A

Complete analysis of primary and secondary potential partnership marketing brands/identities to determine a clear identification of “who we are?”, to determine “how we locate ourselves?” or position in marketing, and “Who are our geographic partners:?” This partnership measure may dovetail with overall brand development efforts

Target 3.3A

Analysis with recommendations or plan for path forward by June 2014, with set targets for applicable feasible recommendations

Responsible Individual(s) or Parties 3.3A

Tourism Director, Montgomery Tourism Development Council

Measure 3.3B

Develop network of partners and individuals to coordinate events promotions, calendars, and coordination to increase tourism visitation

Target 3.3B

First meeting of group by July 1, 2013 finish project during FY 2014. Identify steps that need to be taken, software needed, etc. to coordinate electronic marketing events listing by July 2013.

Responsible Individual(s) or Parties 3.3B

Tourism Director, Marketing work group

Initiative and Task Notes – Goal 3

- Establish strong relationship with universities to increase visitation, as a tourism program resource, etc.
- Consider implementing “green” initiatives and incentives to complement tourism, quality of life, protect environment, etc.
- Develop “internal” or tourism industry calendar for tourism marketing and development meetings, workshops, etc.
- Form group of area marketing/PR directors to facilitate partnerships, concerted marketing, etc.
- Link New River Valley Hospitality Association with county tourism entity to work together on various efforts

Goal 4

Develop Tourism Education Programming and Advocacy

Objective 4.1

Increase customer service training through appropriate technologies (e.g. applications, QR codes, etc.)

Measure 4.1

Create certified training program for businesses and frontline staff

Targets 4.1

80% of employees of each business completing certification in order for business to be recognized as “premier” designation

Program in place by August, 2014

Responsible Individual(s) or Parties 4.1

Tourism Director, Outreach work group

Objective 4.2

Increase resident and front line staff awareness of tourism assets to increase knowledge, pride, and establish advocacy

Measure 4.2

Create a local ambassador program for citizens and any/all organizations, businesses, etc.

Target 4.2

By June, 2014

Responsible Individual(s) or Parties 4.2

Tourism Director, Outreach work group

Initiative and Task Notes – Goal 4

- Local recognition of program, successes, etc. relayed through advocacy PR campaign (ongoing)
- Consider recognizing “tourism person of the year”, “business of the year” to be celebrated at a National Tourism Week event(s) etc.
- Work with schools (public and private) to educate children on area which would be carried into homes, encourage tourism careers, entrepreneurship, etc.
- Build stronger relationships in designing information to go out to citizens (all modes)
- Partner to host events to create awareness of area, tourism, etc. (See Kasey for example)
- Create modular program to be incorporated into grade levels K-12 (by January 2015)
- Frontline training course/materials should include customer service, history, familiarization, branding information, link to tourism calendars, etc. Should be a tested course and certification
- Consider establishing benefits such as premier advertising on county tourism website, etc. for “premier” designated businesses
- Work with local media to recognize “best customer service” staff ongoing
- Ongoing speaking engagements through establishing a speaker’s bureau focused on tourism
- Implement a plan to deliver the program

Goal 5

Enable the growth of tourism in Montgomery County through a strong program and policy

Objective 5.1

Evaluate, improve and continue the process of creating policy and procedures for the tourism program

Measure 5.1A

Review occupancy tax rates, in competitive set, to ensure consistency and competitiveness, as well as other applicable funding opportunities such as meals tax and advertising revenue

Target 5.1A

Complete analysis with recommendations reported by June 2014

Measure 5.1B

Enlist hotels, restaurants, etc. to help develop strategies to increase visitation, expenditures, etc. through potential policy and program changes

Target 5.1B

Establish groups and set meetings by July 2014

Measure 5.1C

Develop advocacy campaign to educate citizens regarding the positive impact of tourism, inform elected officials of the positive tax benefits of tourism, etc.

Target 5.1C

Campaign developed and implemented by January 2015

Measure 5.1D

Determine and consider any local and state incentives or zoning that can be done to facilitate tourism growth

Target 5.1D

Analysis complete and reported by December 2014. Plan to implement all endorsed actions implemented by December 2014

Responsible Individual(s) or Parties – Goal 5

Tourism Director, Montgomery Tourism Development Council and Policy and Regulatory work group.

Initiative and Task Notes – Goal 5

- Consider hotels, groups, etc. when reviewing tax rates
- Consider comp rooms for sports group officials, group leaders, etc.
- Secure and disseminate tax rate information from surrounding localities
- Encourage regional government conversations about tourism and working together
- Consider the possibility of a membership program for private sector to leverage funding, marketing, etc.

Conclusion

Representatives of Montgomery County and the Towns within continue to recognize the significance of tourism through its positive economic impact and related contributions to the quality of life for Montgomery County residents. The significant steps and various efforts taken prior to the development of this plan is evidence of that commitment. This plan is intended to build upon those past accomplishments and propel future success.

Local government support and stakeholder participation will continue to be extremely important in order for this plan to be implemented successfully. Officials and staff from Montgomery County will need to take an ongoing leadership role in overseeing implementation. Continued involvement, assistance, and input from various town officials, tourism organizations, businesses, civic groups, other interested citizens, and the Montgomery County Chamber of Commerce, will be crucial.

To encourage progress toward the established targets, this plan should be reviewed by the locality officials and the tourism task force consistently. Upon each review, any adjustments that need to be made to this plan can be discussed. Once a majority of the targets within this plan have been met, an updated plan should be developed.

Using this plan as guidance, Montgomery County and the Towns within are expected to continue positive progress toward the development and promotion of tourism. It is imperative that the plan be referenced consistently as any new tourism-related discussions occur and as all applicable decisions are made. While new ideas and recommendations can be considered in the future, officials should reference this plan and determine if implementing any new ideas and recommendations is feasible and in accordance with this plan. This document will also serve as a reference piece for the tourism department in future staffing related to growth, tourism entrepreneurs and businesses considering locating or expanding within Montgomery County, and should be available at local economic development offices and other appropriate distribution locations and websites.



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Appendix

Performance Measures

Quick Reference Chronological Summary

Insert once all measures are finalized

Estimated Economic Impact

The following economic impact estimates and data for Montgomery County are a result of studies conducted by the Research Department of the U.S. Travel Association for the Virginia Tourism Corporation to estimate the domestic travelers' spending estimates

| | 2007 | 2008 | 2009 | 2010 | 2011 | Percent Change |
|------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Travel Economic Impacts | | | | | | |
| Employment | 1,184 | 1,226 | 1,220 | 1,213 | 1,241 | 2.29% |
| Expenditures | \$ 104,706,355 | \$ 111,192,107 | \$ 105,112,455 | \$ 111,742,268 | \$ 121,873,393 | 9.07% |
| Local Tax Receipts | \$ 1,925,405 | \$ 2,064,055 | \$ 1,973,478 | \$ 2,046,244 | \$ 2,127,657 | 3.98% |
| Payroll | \$ 19,603,470 | \$ 20,738,387 | \$ 20,735,526 | \$ 21,360,794 | \$ 22,382,987 | 4.79% |
| State Tax Receipts | \$ 4,696,071 | \$ 4,867,014 | \$ 4,916,728 | \$ 5,071,157 | \$ 5,279,977 | 4.12% |
| Local Excise Tax Rates | | | | | | |
| Admissions Excise Tax Rate | 0 % | 0 % | 0 % | 0 % | 0 % | n/a |
| Food Service Excise Tax Rate | 4 % | 4 % | 4 % | 4 % | 4 % | n/a |
| Lodging Excise Tax Rate | 3 % | 3 % | 3 % | 3 % | 3 % | n/a |
| Local Excise Tax Collection | | | | | | |
| Admissions Excise Tax Collected | \$ 0 | \$ 0 | \$ 0 | \$ 0 | \$ 0 | n/a |
| Food Service Excise Tax Collected | \$ 7,090,319 | \$ 7,522,006 | \$ 8,209,549 | \$ 8,270,213 | \$ 9,512,952 | 15.03% |
| Lodging Excise Tax Collected | \$ 1,455,681 | \$ 1,598,419 | \$ 1,560,979 | \$ 1,577,290 | \$ 1,780,070 | 12.86% |

Notes:

Lodging Excise Tax Collected -- Montgomery Co. - \$36,966; Blacksburg (town) - \$930,773; Christianburg (town) - \$812,331

Food Service Excise Tax Collected -- Montgomery Co. - \$201,167; Blacksburg (town) - \$3,903,787; Christianburg (town) - \$5,407,998

Terms & Definitions

Goals: Broad statement of measurable outcomes to be achieved on behalf of customers

Initiatives/Tasks: Specific programs, strategies, and activities that will help you meet your performance targets

Measures: Meaningful indicators that assess progress towards accomplishment of goals and objectives

Mission Statement: Statement of purpose; fundamental reason for the tourism effort existence

Objective: Statements of what you must do well or barriers that you must overcome to achieve a specific goal

Opportunities: Factors or situations that exist beyond your organization that may have a favorable effect on it

Strengths: Resources or capabilities that can be used to accomplish your mission

Target: The numerical value of the performance measure you hope to achieve

Target Customers/Tourists: Any person, group, or organization that is believed to have an interest in utilizing your tourism related product(s) and/or service(s)

Threats: Factors or situations that exist beyond your organization that can negatively affect it

Tourism Assets: Any tourism related product, attraction, site, or event that is of interest to target customers/tourists

Vision Statement: A word picture of the future that the organization/tourism effort intends ultimately to become or to influence

Weaknesses: Deficiencies in resources or capabilities that hinder your ability to be successful

Premier: First in position, rank, or importance.

Visitor Profile

New River Valley Visitor Profile Report

Source: VA Module of TNS Travels America, FY 2011

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to Blacksburg, Roanoke, Salem, Radford, Pulaski, Blue Ridge Parkway, Claytor Lake State Park or New River Trail State Park during FY 2011

Cells shaded in red indicate a sample size of less than 300. These data should be used with caution.

| | |
|---|--------------------|
| | All |
| Sample Size (N) | 259 |
| Weighted Percent of Total | 100% (n=253.85) |
| Primary purpose of Trip | |
| Visit friends/relatives | 46% |
| Outdoor recreation | 7% |
| Entertainment/Sightseeing | 12% |
| Other pleasure/personal | 12% |
| Personal business | 9% |
| Business - General | 9% |
| Business - Convention/tradeshow | less than 0.5% |
| Business - Conference/seminar | 3% |
| Other | 2% |
| All purposes of trip | |
| Q1A Visit friends/relatives - All purposes for trip | 53% |
| Q1A Outdoor recreation - All purposes for trip | 16% |
| Q1A Entertainment/Sightseeing - All purposes for trip | 19% |
| Q1A Other pleasure/personal - All purposes for trip | 24% |
| Q1A Personal business - All purposes for trip | 12% |
| Q1A Business - General - All purposes for trip | 12% |
| Month of Travel | |
| Wave 61 - July 2010 | 10% |
| Wave 62 - August 2010 | 11% |

| | |
|---|-----|
| Wave 63 - September 2010 | 5% |
| Wave 64 - October 2010 | 10% |
| Wave 65 - November 2010 | 12% |
| Wave 66 - December 2010 | 8% |
| Wave 67 - January 2011 | 7% |
| Wave 68 - February 2011 | 6% |
| Wave 69 - March 2011 | 7% |
| Wave 70 - April 2011 | 6% |
| Wave 71 - May 2011 | 8% |
| Wave 72 - June 2011 | 9% |
| Holiday Travel | |
| VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend? | 23% |
| Weekend Getaway | |
| VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia? | 62% |
| Total Travel Party Size | |
| 1 | 26% |
| 2 | 43% |
| 3 | 14% |
| 4 | 11% |
| 5 | 2% |
| 6+ | 3% |
| Mean: | 2.7 |
| Median: | 2 |
| Age of Travel Party Members | |
| VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years | 5% |
| VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12 | 6% |
| VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17 | 7% |
| VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24 | 7% |

| | |
|---|----------------|
| VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34 | 17% |
| VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44 | 15% |
| VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54 | 14% |
| VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64 | 19% |
| VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over | 10% |
| Travel Party Members Under 18 Years Old | |
| Travel parties that include children under 18 | 22% |
| Modes of Travel Used on Entire Trip (all states visited) | |
| Q2A Own Auto/truck - All modes of transportation for trip | 86% |
| Q2A Rental car- All modes of transportation for trip | 6% |
| Q2A Camper/RV- All modes of transportation for trip | 1% |
| Q2A Ship/Boat- All modes of transportation for trip | less than 0.5% |
| Q2A Airplane- All modes of transportation for trip | 8% |
| Q2A Bus - All modes of transportation for trip | 2% |
| Q2A Train - All modes of transportation for trip | 1% |
| Q2A Motorcoach/Group Tour - All modes of transportation for trip | |
| Q2A Other - All modes of transportation for trip | 3% |
| Primary Mode of Travel Used on Entire Trip | |
| Own Auto/truck | 84% |
| Rental car | 4% |
| Ship/Boat | less than 0.5% |
| Airplane | 6% |
| Bus | 1% |
| Train | 1% |

| | |
|--|----------------|
| Motorcycle | less than 0.5% |
| Other | 2% |
| Total Nights Spent on Entire Trip | |
| 0 | 21% |
| 1 | 14% |
| 2 | 20% |
| 3 | 13% |
| 4 | 7% |
| 5 | 8% |
| 6 | 4% |
| 7 | 3% |
| 8 to 13 | 8% |
| 14+ | 2% |
| Mean: | 3.2 |
| Median: | 2 |
| Total Number of Nights at Lodging used Anywhere in Virginia | |
| 1 | 31% |
| 2 | 24% |
| 3 | 13% |
| 4 | 8% |
| 5+ | 24% |
| Mean: | 3.3 |
| Median: | 2 |
| Types of Lodging Used Anywhere in Virginia | |
| Q4F Number of nights spent in Hotel/Motel | 43% |
| Q4F Number of nights spent in B&B | 1% |
| Q4F Number of nights spent in Private Home | 45% |
| Q4F Number of nights spent in Condo | 2% |
| Q4F Number of nights spent in Time Share | 1% |
| Q4F Number of nights spent in RV/Tent | 3% |
| Q4F Number of nights spent in Other | 6% |
| Mean: | 0 |
| Median: | |
| Top 15 Brands of Hotel Stayed in Longest in Virginia | |
| Other | 12% |
| Comfort Inns/Suites | 11% |
| Hampton Inns/Suites | 11% |
| Holiday Inn | 10% |

| | |
|---|----------------|
| Holiday Inn Express | 8% |
| Wyndham Hotels & Resorts | 5% |
| Sheraton Inns/Hotels/Resorts/Suites | 4% |
| Super 8 Hotels | 4% |
| Best Western | 4% |
| Sleep Inn & Suites | 3% |
| Red Roof Hotels/Resorts | 3% |
| Days Inn | 3% |
| Homewood Suites | 3% |
| Quality Inn & Suites | 2% |
| Hilton Hotels & Resorts | 2% |
| Travel Party Spending | |
| \$0 | 7% |
| \$1 to less than \$100 | 31% |
| \$100 to less than \$250 | 22% |
| \$250 to less than \$500 | 22% |
| \$500 to less than \$750 | 7% |
| \$750 to less than \$1,000 | 5% |
| \$1000+ | 5% |
| Mean: | 330.9 |
| Median: | 150 |
| Traveler Spending in Virginia (Percentage of Total Spending By Category) | |
| Q4G Total \$\$ spent on Transportation (excluding parking/tolls) | 6% |
| Q4G Total \$\$ spent on Parking/Tolls | 5% |
| Q4G Total \$\$ spent on Lodging | 9% |
| Q4G Total \$\$ spent on Food/Beverage/Dining (excluding groceries) | 23% |
| Q4G Total \$\$ spent on Groceries | 11% |
| Q4G Total \$\$ spent on Entertainment (excluding gaming)/Admissions | 7% |
| Q4G Total \$\$ spent on (Casino) Gaming | less than 0.5% |
| Q4G Total \$\$ spent on Shopping/Gifts/Souvenirs | 10% |
| Q4G Total \$\$ spent on Amenities (golf fees, spa, health club, ski passes, etc.) | 1% |
| Q4G Total \$\$ spent on Other | 2% |
| Q4G Total \$\$ spent on Gasoline | 26% |
| General Activities / Attractions Visited in Virginia | |

| | |
|--|----------------|
| Arts & Culture | |
| Q4H Activities/Attractions Visited - Art galleries | 5% |
| Q4H Activities/Attractions Visited - Historic sites/churches | 10% |
| Q4H Activities/Attractions Visited - Museums | 10% |
| Q4H Activities/Attractions Visited - Musical theater | 2% |
| Q4H Activities/Attractions Visited - Old homes/mansions | 6% |
| Q4H Activities/Attractions Visited - Symphony/opera/concert | less than 0.5% |
| Q4H Activities/Attractions Visited - Theater/drama | 2% |
| Adventure Sports | |
| Q4H Activities/Attractions Visited - Hanggliding/skydiving | |
| Q4H Activities/Attractions Visited - Hiking/backpacking | 4% |
| Q4H Activities/Attractions Visited - Rock/mountain climbing | less than 0.5% |
| Q4H Activities/Attractions Visited - Scuba diving/snorkeling | less than 0.5% |
| Q4H Activities/Attractions Visited - Skiing/snowboarding (cross country or downhill) | less than 0.5% |
| Q4H Activities/Attractions Visited - Water skiing | |
| Q4H Activities/Attractions Visited - Whitewater rafting/kayaking | |
| Sports & Recreation | |
| Q4H Activities/Attractions Visited - Biking | 2% |
| Q4H Activities/Attractions Visited - Fishing (Fresh/saltwater) | 1% |
| Q4H Activities/Attractions Visited - Golf | 1% |
| Q4H Activities/Attractions Visited - Horseback riding | 1% |
| Q4H Activities/Attractions Visited - Hunting | |
| Q4H Activities/Attractions Visited - Major sports event | 2% |
| Q4H Activities/Attractions Visited - Motor boat/Jet Ski | |
| Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy | |
| Q4H Activities/Attractions Visited - Sailing | |

| | |
|---|-----|
| Q4H Activities/Attractions Visited - Snowmobiling | |
| Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling | |
| Q4H Activities/Attractions Visited - Tennis | |
| Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events | 3% |
| Nature / Outdoor Activities | |
| Q4H Activities/Attractions Visited - Beach | 4% |
| Q4H Activities/Attractions Visited - Bird watching | 2% |
| Q4H Activities/Attractions Visited - Camping | 2% |
| Q4H Activities/Attractions Visited - Caverns | 2% |
| Q4H Activities/Attractions Visited - Gardens | 2% |
| Q4H Activities/Attractions Visited - Nature travel/ecotouring | 2% |
| Q4H Activities/Attractions Visited - State/National Park | 12% |
| Q4H Activities/Attractions Visited - Wildlife viewing | 7% |
| Entertainment / Amusement | |
| Q4H Activities/Attractions Visited - Casino/gaming | 1% |
| Q4H Activities/Attractions Visited - Fine dining | 7% |
| Q4H Activities/Attractions Visited - Nightclub/dancing | 4% |
| Q4H Activities/Attractions Visited - Shopping | 12% |
| Q4H Activities/Attractions Visited - Spa/health club | 1% |
| Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon) | 1% |
| Q4H Activities/Attractions Visited - Theme park | 2% |
| Q4H Activities/Attractions Visited - Wine tasting/winery tour | 3% |
| Q4H Activities/Attractions Visited - Zoos | 1% |
| Family Activities | |
| Q4H Activities/Attractions Visited - Family reunion | 2% |
| Q4H Activities/Attractions Visited - High School/College reunion | 1% |
| Q4H Activities/Attractions Visited - Visiting friends | 18% |

| | |
|---|-----|
| Q4H Activities/Attractions Visited - Visiting relatives | 28% |
| Sightseeing | |
| Q4H Activities/Attractions Visited - Rural sightseeing | 19% |
| Q4H Activities/Attractions Visited - Urban sightseeing | 8% |
| Top 25 Most Frequently Visited Cities in Virginia | |
| Roanoke | 45% |
| Blacksburg | 24% |
| Richmond | 14% |
| Salem | 13% |
| Lynchburg | 12% |
| Wytheville | 12% |
| Charlottesville | 11% |
| Harrisonburg | 11% |
| Washington, DC | 11% |
| Bedford | 10% |
| Front Royal | 9% |
| Cumberland Gap | 9% |
| Alexandria | 9% |
| Staunton | 9% |
| Williamsburg | 8% |
| Virginia Beach | 8% |
| Fairfax | 8% |
| Big Stone Gap | 8% |
| Lexington | 8% |
| Arlington | 8% |
| Norfolk | 7% |
| Galax | 7% |
| Bristol | 7% |
| Manassas | 6% |
| Danville | 6% |
| Top 25 Virginia Attractions Most Frequently Visited by Travelers | |
| Blue Ridge Parkway (Blue Ridge Highlands) | 33% |
| Blue Ridge Parkway (Shenandoah Valley) | 21% |
| Appalachian Trail (Heart of Appalachia) | 12% |
| Blue Ridge Parkway (Northern Virginia) | 11% |
| Blue Ridge Parkway (Central Virginia) | 10% |
| Appalachian Trail (Blue Ridge Highlands) | 8% |

| | |
|---|----------------|
| Chesapeake Bay Bridge-Tunnel (Eastern Shore) | 7% |
| Appalachian Trail (Northern Virginia) | 7% |
| Skyline Drive (Shenandoah Valley) | 7% |
| Smith Mountain Lake (Blue Ridge Highlands) | 6% |
| Skyline Drive (Northern Virginia) | 6% |
| Shenandoah National Park (Shenandoah Valley) | 6% |
| Appalachian Trail (Central Virginia) | 5% |
| Mount Vernon (Northern Virginia) | 5% |
| Natural Bridge / Natural Bridge Caverns (Shenandoah Valley) | 5% |
| Appalachian Trail (Shenandoah Valley) | 5% |
| The Crooked Road – Virginia's Heritage Music Trail (Blue Ridge Highlands) | 5% |
| Civil War Trail (Heart of Appalachia) | 4% |
| Prime Outlets – Williamsburg (Hampton Roads) | 4% |
| The Crooked Road – Virginia's Heritage Music Trail(Heart of Appalachia) | 4% |
| Claytor Lake State Park (Blue Ridge Highlands) | 4% |
| Colonial Williamsburg (Hampton Roads) | 4% |
| Tyson's Corner Mall (Northern Virginia) | 4% |
| Chincoteague National Wildlife Refuge (Eastern Shore) | 4% |
| Cumberland Gap National Historical Park (Heart of Appalachia) | 4% |
| Satisfaction With Experience in Virginia | |
| Not at all satisfied | 1% |
| Not very satisfied | less than 0.5% |
| Somewhat satisfied | 11% |
| Very satisfied | 37% |
| Extremely satisfied | 51% |
| Advance Planning Time - Considered Visiting Virginia | |
| Less than 2 weeks before the visit | 33% |
| Within 2 weeks - 4 weeks of visit | 15% |
| At least 1 month, but less than 3 months before the visit | 21% |
| At least 3 months, but less than 6 months before the visit | 11% |
| At least 6 months, but less than 1 year before the visit | 11% |
| More than a year before the visit | 8% |

| Advance Planning Time - Decided to Visit Virginia | |
|---|----------------|
| Less than 2 weeks before the visit | 44% |
| Within 2 weeks - 4 weeks of visit | 16% |
| At least 1 month, but less than 3 months before the visit | 18% |
| At least 3 months, but less than 6 months before the visit | 9% |
| At least 6 months, but less than 1 year before the visit | 7% |
| More than a year before the visit | 6% |
| Planning Information Sources for Virginia | |
| Offline Sources | |
| Friends/relatives | 20% |
| Own experience | 29% |
| Travel agent (in person or by phone) | 1% |
| Travel club (eg. AAA) | 4% |
| Travel book | 6% |
| Newspaper | less than 0.5% |
| Magazine | 1% |
| TV | 1% |
| Radio | 2% |
| Destination printed material | 4% |
| Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone | |
| Other offline planning sources | 2% |
| Online Sources | |
| Corporate travel department (in person or by phone) | 1% |
| Corporate desktop travel tool/intranet | 1% |
| Online full service travel website (Expedia. Travelocity, etc.) | 3% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | 1% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 8% |
| Other online planning sources | 1% |
| Destination website | 9% |
| MySpace | less than 0.5% |
| Facebook | 4% |
| LinkedIn | |
| Match.com | |

| | |
|---|-----|
| Twitter.com | 1% |
| Blogs | 1% |
| TripAdvisor | 2% |
| Yahoo Trip Planner | |
| VibeAgent | |
| Other social/commercial networking sources (Specify) | |
| iPhone | 3% |
| Mobile Web Browsing | 1% |
| Other mobile sites | |
| Other | |
| Someone else planned for me and I don't know the method | 10% |
| No plans were made for this destination | 31% |
| Booking Methods Used for Virginia | |
| Offline Methods | |
| Travel agent (in person or by phone) | 1% |
| Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone | 5% |
| Travel club (e.g. AAA) | 3% |
| Corporate travel department (in person or by phone) | 2% |
| Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone | 6% |
| Some other offline booking method | 2% |
| Online Methods | |
| Corporate desktop travel tool/internet | 2% |
| Travel provider website (airline, hotel, rental car, cruise, tour) | 7% |
| Destination website (official site of state, city or attraction) | 4% |
| Online full service travel website (Expedia, Travelocity, etc.) | 3% |
| Traditional travel agency website (American Express, Carlson Wagonlit, etc.) | 1% |
| Some other online booking method | 1% |
| Other | |
| Someone else booked for me and I don't know the method | 10% |
| No bookings were made for this destination | 60% |
| Top 10 Other States Visited for Leisure in Past 12 | |

| | |
|---|-----|
| Months | |
| North Carolina | 39% |
| Florida | 23% |
| South Carolina | 21% |
| Pennsylvania | 18% |
| Washington D.C | 17% |
| West Virginia | 13% |
| Maryland | 13% |
| New York | 12% |
| Georgia | 11% |
| Tennessee | 11% |
| Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment | |
| ROANOKE-LYNCHBURG | 20% |
| RICHMOND-PETERSBURG | 11% |
| WASHINGTON, DC (HAGERSTOWN) | 11% |
| GREENSBORO-HIGH POINT-WINSTON SALEM | 6% |
| NORFOLK-PORTSMOUTH-NEWPORT NEWS | 5% |
| NEW YORK | 4% |
| MYRTLE BEACH- FLORENCE | 3% |
| TAMPA-ST. PETERSBURG (SARASOTA) | 3% |
| CHARLOTTE | 3% |
| BLUEFIELD-BECKLEY-OAK HILL | 2% |
| Travel Party Origin - Top 10 States for the profiled travel segment | |
| Virginia | 50% |
| North Carolina | 11% |
| Florida | 6% |
| Maryland | 5% |
| South Carolina | 4% |
| Pennsylvania | 3% |
| New York | 3% |
| New Jersey | 2% |
| Tennessee | 2% |
| Georgia | 2% |
| Ethnicity of Household Head | |
| No Answer | 1% |
| White | 91% |
| Black/African-American | 5% |
| Asian or Pacific Islander | 2% |

| | |
|---|----------------|
| Other | 1% |
| Hispanic Origin of Household Head | |
| No Answer | 4% |
| Spanish/Hispanic | 4% |
| Not Spanish/Hispanic | 93% |
| Household Size | |
| 1 | 21% |
| 2 | 44% |
| 3 | 18% |
| 4 | 9% |
| 5 | 6% |
| 6 | 1% |
| More than 6 | less than 0.5% |
| Age of Household Head | |
| 18-24 | 7% |
| 25-34 | 23% |
| 35-44 | 18% |
| 45-54 | 16% |
| 55-64 | 25% |
| 65+ | 11% |
| Mean: | 45.8 |
| Marital Status | |
| Now married | 60% |
| Never married | 25% |
| Divorced, Widowed, Separated | 15% |
| Education of Male Household Head | |
| No answer | 1% |
| Grade School | 1% |
| Some high school | 4% |
| Graduated High school | 12% |
| Some college - no degree | 21% |
| Graduated college-Associate's degree (2 year) | 9% |
| Graduated college-Bachelor's degree (4 year) | 23% |
| Post Graduate degree- MS,MA,MBA,DVM,PhD,DDS,etc. | 29% |
| Education of Female Household Head | |

| | |
|---|----------------|
| No answer | less than 0.5% |
| Some high school | 2% |
| Graduated High school | 19% |
| Some college - no degree | 22% |
| Graduated college-Associate's degree (2 year) | 8% |
| Graduated college-Bachelor's degree (4 year) | 30% |
| Post Graduate degree- MS,MA,MBA,DVM,PhD,DDS,etc. | 18% |
| Annual Household Income | |
| Under \$7,500 | 2% |
| \$7,500-\$9,999 | 2% |
| \$10,000-\$12,499 | less than 0.5% |
| \$12,500-\$14,999 | 2% |
| \$15,000-\$17,499 | 2% |
| \$17,500-\$19,999 | 3% |
| \$20,000-\$22,499 | 3% |
| \$22,500-\$24,999 | less than 0.5% |
| \$25,000-\$27,499 | 3% |
| \$27,500-\$29,999 | 1% |
| \$30,000-\$32,499 | 3% |
| \$32,500-\$34,999 | 3% |
| \$35,000-\$37,499 | 4% |
| \$37,500-\$39,999 | 3% |
| \$40,000-\$42,499 | 3% |
| \$42,500-\$44,999 | 2% |
| \$45,000-\$47,499 | 2% |
| \$47,500-\$49,999 | 3% |
| \$50,000-\$54,999 | 7% |
| \$55,000-\$59,999 | 2% |
| \$60,000-\$64,999 | 5% |
| \$65,000-\$69,999 | 5% |
| \$70,000-\$74,999 | 3% |
| \$75,000-\$79,999 | 3% |
| \$80,000-\$84,999 | 2% |
| \$85,000-\$89,999 | 2% |
| \$90,000-\$94,999 | 3% |
| \$95,000-\$99,999 | 8% |
| \$100,000-\$124,999 | 8% |
| \$125,000-\$149,999 | 7% |
| \$150,000-\$174,999 | 1% |
| \$175,000-\$199,999 | 2% |
| \$300,000+ | less than 0.5% |

| Travel Attitudes: Percent that feel each comment 'Describes Them Perfectly' | |
|---|------------|
| My life just keeps getting busier and busier | 22% |
| I love to relive my travel experiences by discussing them with other people | 20% |
| I often read packs and websites to find out more about products and services that I'm buying | 20% |
| I'm a real label reader. I won't buy anything without reading the small print | 17% |
| I love shopping in markets and small specialist stores | 16% |
| When I find a new travel destination or tourism operator that I really like I have to tell others all about it | 14% |
| I frequently adapt products I've bought to suit my own tastes and needs | 14% |
| My family and friends often ask my advice on travel matters | 12% |
| I frequently search magazines and websites for information about travel destinations and tourism operators I'm interested in | 11% |
| I love in-store demonstrations of new products and services - I just can't walk past them | 10% |
| The ethics of travel and tourism companies has a big influence on what operators I use | 9% |
| I buy environmentally friendly products and services whenever possible | 9% |
| I love hunting out the newest travel experiences before anyone else catches on to them | 9% |
| I admire imaginative travel brands that do things differently to others | 9% |
| I rarely seem to have time to do the things that are really important to me in my life | 8% |
| Anything that saves me time is worth paying extra for | 8% |
| My choice of brands is important - I believe that what I buy says something about who I am | 7% |
| I make a genuine effort to support travel and tourism companies that put something back into the community | 7% |

| | |
|--|-----|
| I am prepared to pay more to visit places or use operators that offer something really original | 7% |
| I often go out of my way to find travel and tourism operators that offer really genuine, authentic experiences | 6% |
| Most Recent Trip to Virginia | |
| 2000 or earlier | |
| 2001 | |
| 2002 | |
| 2003 | |
| 2004 | |
| 2005 | |
| 2006 | |
| 2007 | |
| 2008 | 7% |
| 2009 | |
| 2010 | 46% |
| 2011 | 46% |
| 2012 | |
| Top 15 States Visited on Same Trip | |
| Virginia | 63% |
| North Carolina | 6% |
| West Virginia | 4% |
| South Carolina | 4% |
| Maryland | 4% |
| Pennsylvania | 3% |
| Georgia | 3% |
| Washington D.C | 2% |
| Tennessee | 2% |
| Florida | 2% |
| Kentucky | 1% |
| Delaware | 1% |
| New York | 1% |
| New Jersey | 1% |
| Missouri | 1% |
| Top 10 Other States Plan to Visit for Leisure in Next 2 Years | |
| Virginia | 10% |
| Florida | 8% |
| North Carolina | 8% |

| | |
|-----------------------|----|
| South Carolina | 6% |
| Washington D.C | 5% |
| New York | 5% |
| Pennsylvania | 4% |
| California | 4% |
| None | 3% |
| Tennessee | 3% |

Markets & Assets

Assets lend themselves to Certain Markets (Additions in bold; Regional assets in italics; Links added when possible)

| Local & Regional Assets | Athletics & Recreation | Nature & Outdoor Recreation | Heritage & History | Arts & Culture | Leisure & Shopping | Group Meetings |
|--|------------------------|-----------------------------|--------------------|----------------|--------------------|----------------|
| Athletics and Recreation (Sport Tourism) | | | | | | |
| Adventure World Skate and Fun Center | • | | | | • | |
| Ball fields and Facilities | • | • | | | • | |
| Batting Cages | • | | | | • | |
| Burrows Burleson Tennis Center | • | | | | • | |
| Christiansburg Aquatic Center | • | | | | • | |
| Christiansburg Skate Park | • | | | | • | |
| Crimper's Climbing Gym | • | | | | • | |
| Driving Ranges | | • | | | • | |
| Frog Pond | • | • | | | • | |
| Golden Hills Golf Course | • | • | | | • | |
| Golf Courses | • | • | | | • | |
| Harkrader Sports Complex | • | • | | | | |
| NRV SuperBowl | • | | | | • | • |
| Pete Dye Golf Course | • | • | | | | |
| Recreation Centers | • | | | | • | |
| Skate Parks (Christiansburg & Blacksburg) | • | | | | • | |
| University Sports | • | | | | | |
| Pulaski County Mariners | • | | | | | |
| Nature & Outdoor Adventures (Eco-Tourism) | | | | | | |
| Blacksburg Price House Nature Center | | • | | | • | |
| Bottom Creek Gorge Preserve | | • | | | | |
| Caldwell Fields (Forest Service_ | | • | | | | |
| Camp Alta Mons | | • | • | | | • |
| Hahn Horticulture Gardens | | • | | | | |
| Hiking & Other Trails | • | • | • | | • | |

| | | | | |
|---|---|---|---|---|
| Huckleberry Trail | | • | • | • |
| NRV Junction | | • | | • |
| Pandapas Pond Day Use Area | | • | | • |
| Pedlar Hills Natural Area Preserve | | • | | |
| Trans-American Trail('76 Bicentennial Trail) | | • | | |
| VT Geo-Science Museum | | • | | |
| Appalachian Trail | | • | | |
| Blue Ridge Parkway | | • | • | |
| Claytor Lake | • | • | | • |
| Jefferson National Forest | | • | | |

Markets & Assets

Assets lend themselves to Certain Markets (Additions in bold; Regional assets in italics; Links added when possible)

| Local & Regional Assets | Athletics & Recreation | Nature & Outdoor Recreation | Heritage & History | Arts & Culture | Leisure & Shopping | Group Meetings |
|--|------------------------|-----------------------------|--------------------|----------------|--------------------|----------------|
| Nature & Outdoor Adventures (Eco-Tourism) | | | | | | |
| Mountain Lake Wilderness Area (War Spur Trail) | | • | • | | | |
| New River | | | | | | |
| New River Trail State Park | | • | • | | | |
| Rails to Trails: Virginia Creeper Trail | | • | • | | • | |
| The Cascades | | • | | | • | |

| | | | | | | |
|--|--|---|---|---|---|---|
| Historical & Heritage Attractions and Sites (Heritage Tourism) | | | | | | |
| Coal Mining Heritage Park | | • | • | | • | |
| Historic Cambria | | | • | | • | |
| Historic Districts | | | | | | |
| Meadowbrook Center | | | • | • | • | • |
| Montgomery Museum and Lewis Miller Regional Art Center | | | • | • | • | |
| Railroad Sites (Historic Christiansburg Station/Cambria Depot, Montgomery Tunnel <i>Pulaski Station</i>, <i>Raymond F. Ratcliffe Memorial Transportation Museum</i>) | | | • | • | • | |
| Schaeffer Memorial Church & the Hill School | | | • | | | |
| Smithfield Plantation | | | • | | • | |
| St. Luke and Oddfellows Hall | | | • | | | |
| The Black House | | | • | | | |
| The Christiansburg Institute | | | • | | | |
| Audie Murphy Memorial | | • | • | • | | |
| Covered Bridges (Giles County) | | | | | | |

| | | | | | | |
|--------------------------------|--|--|--|---|---|---|
| <i>Glen Alton Day Use Area</i> | | | | • | | |
| <i>Mary Ingles Draper</i> | | | | • | | • |
| <i>NRV Heritage Coalition</i> | | | | • | • | • |

| Arts & Culture (Cultural Tourism) | | | | | | |
|--|--|--|--|---|---|---|
| Armory Art Gallery | | | | | | |
| Art Galleries | | | | | | |
| Blacksburg Children's Museum (still trying to open) | | | | • | • | • |
| Live Music (Blacksburg Music Organizations) | | | | | | |
| Lyric Theater | | | | | | |
| Round the Mountain Artisan's Trail | | | | • | • | • |
| Route 11 Antiques Corridor | | | | • | • | • |
| Scale Cabinetmaker Museum & Workshop | | | | | • | |

Markets & Assets

Assets lend themselves to Certain Markets (Additions in bold; Regional assets in italics; Links added when possible)

| Local & Regional Assets | Athletics & Recreation | Nature & Outdoor Recreation | Heritage & History | Arts & Culture | Leisure & Shopping | Group Meetings |
|--|------------------------|-----------------------------|--------------------|----------------|--------------------|----------------|
| Arts & Culture (Cultural Tourism) | | | | | | |
| Theatre 101 (Black Box Theatre) | | | | | | |
| Virginia Tech--Center for the Arts | | | | • | | |
| <i>Crooked Road Music Trail</i> | | | • | • | • | |

| Retro Tourism | | | | | | |
|---|--|--|--|---|---|--|
| Dude's Drive-In | | | | • | • | |
| Putt-Putt | | | | • | • | |
| Starlite Drive-In | | | | • | • | |
| <i>Great Lakes to Florida Highway Museum (Wytheville)</i> | | | | • | • | |

| Culinary Tourism | | | | | | |
|---|--|--|--|--|---|--|
| Bakeries (Mockingbird Cafe, Our Daily Bread, Next Door Bake Shop, Carol Lee's) | | | | | • | |
| Blacksburg Brew Do | | | | | • | |
| Blacksburg Fork & Cork | | | | | • | |
| Buffalo and More (and Farm) | | | | | • | |
| Coffee Shops (Lucie Monroe's, Coffee Works Cafe) | | | | | • | |
| Hethwood Market | | | | | • | |
| <i>Microbreweries</i> | | | | | • | |
| <i>Wineries</i> | | | | | • | |

| Farms, Critters, and Vinyards (Agri-Tourism) | | | | |
|--|--|---|---|-----|
| 3-Bird Berry Farm | | • | | |
| Catawba Valley (North Fork Rural Historic District) | | • | • | |
| Farmers' Markets (Blacksburg, Christiansburg) | | | | • • |
| Horse Barns / Shows | | • | | |
| Kentland Farm | | • | | |
| Lavender Farm at Beliveau | | • | | |
| Sinkland Farms | | • | | |
| South Fork Valley (Shawsville/ Elliston/ Lafayette) | | • | • | |
| <i>Apiaries (Honey)</i> | | • | | |
| <i>Christmas Tree Farms</i> | | • | | • |
| <i>Mushroom Hunting</i> | | • | | |
| <i>Orchards</i> | | • | | |
| <i>Trout Farm</i> | | • | | |

| Markets & Assets | | | | | | |
|---|------------------------|-----------------------------|--------------------|----------------|--------------------|----------------|
| <i>Assets lend themselves to Certain Markets (Additions in bold; Regional assets in italics; Links added when possible)</i> | | | | | | |
| Local & Regional Assets | Athletics & Recreation | Nature & Outdoor Recreation | Heritage & History | Arts & Culture | Leisure & Shopping | Group Meetings |
| Festivals & Events (Other than Foodie stuff) | | | | | | |
| Blacksburg Summer Solstice Festival | | | | • | • | |
| Christmas in Cambria | | | | • | • | |
| Depot Day: National Train Day Festival | | | | • | • | |
| EastMont Tomato Festival | | | | • | • | |
| Garden Tours | | | | • | • | |
| Heritage Day | | | | • | • | |
| Lavender Festival at Beliveau | | | | • | • | |
| Prices Fork Fair | | | | • | • | |
| Rock the Blocks Music and Arts Festival | | | | • | • | |
| Steppin' Out | | | | • | • | |
| Virginia Tech Summer Arts Festival | | | | • | • | |
| Wilderness Trail Festival | | | | • | • | |
| By-Ways (Scenic Tourism) | | | | | | |
| <i>Catawba Valley (Rt 785) (76 Trail)</i> | | • | • | • | • | |
| <i>Mount Tabor/Catawba (Rt 624)</i> | | • | • | • | • | |

| | | | | |
|---|---|---|---|---|
| <i>North Fork Valley (Route 603 --Ellett to I-8•)</i> | • | • | • | • |
| <i>Route 8 (Christiansburg to Floyd)</i> | • | • | • | • |
| <i>South Fork Valley (460)</i> | • | • | • | • |
| <i>South Fork Valley (Alleghany Springs (Route 637/Route 653)</i> | • | • | • | • |
| Unclassified Stuff | | | | |
| Town Parks (Caboose Park) | • | • | | • |
| Yellow Sulpher Springs Healing Spa | | • | | • |
| Accommodations | | | | |
| Bed & Breakfasts / Inns | | | | |
| B &B Coop (serve/sell local foods) | | | | • |
| Maison Beliveau Estates | | | | • |
| The Oaks Victorian Inn | | • | | • |
| The Inn at Hans Meadow | | • | | • |
| Conventions & Group Meetings | | | | |
| The Inn at Virginia Tech | | | | • |
| CrossPointe Conference Center | | | | • |
| University Potential Conference Space in Summer | | | | • |
| SELU (Radford Univeristy Facility in Montgomery Co.) | | | | • |
| Prices Fork Grange | | | | • |

Past Tourism Efforts

- NRV Tourism & Arts study from the mid-1980s. It grew out of the same group that started Depot Days in 1985 (including the New River Arts Council--now defunct). Ed Schwartz may still have some information on this.
- Festivals to include (since Steppin' Out was included in timeline):
- Prices Fork Fair started in 1866
- Wilderness Trail Days started in 1973
- Depot Day started in 1985
- Heritage Festival (check with the Montgomery Museum for start date)
- Regional Fairs and Events: Floydfest and others, the NRV Fair, Newport Fair
- Development of the Coal Mining Heritage Park @ Merrimac was the first of four planned "themed" parks to be scattered around the county, designed to celebrate the County's Heritage (which accounts for the name). Proposal included significant tourism aspects, which were later reflected in the 2005 Montgomery County Comprehensive Plan (see also tourism strategies already adopted in the County Plan):

Excerpts from Montgomery County, 2025 (Comprehensive Plan): Cultural Resources Chapter

§CRS 1.3 CRS 1.3 Historic Preservation and Tourism. Actively encourage the development of economic enterprises which maintain or enhance the historic nature of existing districts, including the development of tourism-based industries (bed and breakfasts, antique shops, gift shops, and attractions) and tourism corridor plans (eg. an antiques corridor along Rt.11/460 or a Coal Mining Heritage Corridor). (6)

§CRS 3.2 Heritage Parks & Trails System. Continue to develop the of Heritage Parks and Trails System to connect public, nonprofit, and private heritage and cultural sites or nodes (Coal Mining Heritage Park at Merrimac and the Farm Heritage Park at Riner), while providing venues for local cultural events (Coal Mining Heritage Day, Riner Heritage Day, etc.), artisans (an artisans' market), and performers (small performance and demonstration facilities) celebrating elements of Montgomery County's heritage. (8)

CRS 3.2.1 Coal Mining Heritage Park. Continue to implement the master plan for the Coal Mining Heritage Park, in partnership with the Coal Mining Heritage Association and other interested individuals and organizations.

CRS 3.2.2 Riner Branch, Montgomery County Museum. Develop, through a public private partnership, the Riner Branch of the Montgomery County Museum, including the cannery and the cabin located on the Auburn High School grounds, immediately south of Auburn High School.

CRS 3.2.3 Farm Heritage Park. Create a master plan for the development of a Farm Heritage Park in Riner, in partnership with Radford University, Virginia Tech, the Friends of Riner, Montgomery County Museum, agricultural and farm organization, and the Agricultural Extension Service.
Economic Resources Chapter

Education

EDU 2.2 Nontraditional Educational Facilities. Continue to develop nontraditional educational facilities (such as the Coal Mining Heritage Park and Science Center, the Farming Heritage Park, the Christiansburg Institute, Blacksburg's Heritage Community Park and Natural Area, and the Montgomery County Museum) to provide expanded educational opportunities through public/private partnerships.

EDU 2.2.1 Coal Mining Heritage Park Educational Facilities . Continue to develop the historic and scientific educational facilities and programs in the Coal Mining Heritage Park, (8)

EDU 2.2.2 Farming Heritage Park Educational Facilities: Develop the historic and agricultural educational facilities at a Farming Heritage Park, including the establishment of facilities and programs supporting agricultural extension, 4-H, and Future Farmers of America.

EDU 2.2.3 Christiansburg Institute and Christiansburg Community Center. Support the development of alternative educational and museum facilities and programs at the Christiansburg Institute and Christiansburg Community Center (original Christiansburg Institute), focusing, specifically, on the needs of minority communities in Montgomery County. (9)

EDU 2.2.4 Montgomery-Floyd Regional Library. Provide continuing support for the Montgomery-Floyd Regional Library, including the development of new facilities, the revitalization of existing facilities, and the expansion of the technical infrastructure in support of adult educational opportunities. (10)

**AN ORDINANCE AMENDING CHAPTER 30 “ZONING,”
SPECIFICALLY, SECTIONS 30-185, 30-186, 30-190, AND
30-193 OF THE *CHRISTIANSBURG TOWN CODE* TO
CLARIFY THE REQUIREMENTS FOR FINAL SITE PLANS,
WHEN PRELIMINARY AND FINAL SITE PLANS EXPIRE, AND FEES
ASSOCIATED WITH THE SUBMITTAL OF SAME.**

WHEREAS, the Town of Christiansburg, Virginia desires to amend its Zoning Ordinance to address certain issues with the Site Plan Review process; and,

WHEREAS, notice of the Planning Commission public hearing regarding the intention of the Town Council to pass said ordinance was published two consecutive weeks (XX and XX) in The News Messenger, a newspaper published in and having general circulation in the Town of Christiansburg; and,

WHEREAS, notice of the intention of the Town Council to pass said ordinance was published two consecutive weeks (XX and XX) in The News Messenger, a newspaper published in and having general circulation in the Town of Christiansburg; and,

WHEREAS, a public hearing of the Planning Commission of the Town was held XX and resulted in a recommendation by the Planning Commission that the following proposed ordinance revisions be adopted; and,

WHEREAS, a public hearing of Council of the Town was held XX; and,

WHEREAS, Council deems proper so to do,

Be it ordained by the Council of the Town of Christiansburg, Virginia that Sections 30-185, 30-186, 30-190, and 30-193 of Chapter 30 “Zoning” of the *Christiansburg Town Code* be amended as follows:

ARTICLE XXI. SITE PLAN REVIEW

* * *

Sec. 30-185. Requirements for site plans, content and form.

(a) *Preliminary site plans.* The preliminary site plans shall be clearly drawn to scale as specified below and shall show the following:

1. The proposed title of the project, owner or owners of the land, and name of the engineer, architect, designer, or landscape architect, and the developer.
2. The north point, scale, and date.

3. Location of the project by an insert map indicating the north arrow and such information as the names and numbers of adjoining roads, streams and bodies of water, railroads, subdivisions, towns, and magisterial districts or other landmarks sufficient to clearly identify the location of the property.
4. Existing zoning and zoning district boundaries and proposed changes in zoning, if any, and including floodplain districts.
5. The boundaries of the property involved, municipal boundaries, the general location of all existing easements and property lines, existing streets, buildings, or waterways, major tree masses and other existing physical features in or adjoining the project.
6. Uses of adjoining properties and names of owners.
7. Topography of the project area with contour intervals of two feet or less, unless waived by the Administrator as clearly unnecessary to review the project or proposal.
8. The approximate location and sizes of sanitary and storm sewers, water mains, culverts, and other underground structures, existing and planned, in or near the project.
9. The general location and character of construction of proposed streets, alleys, driveways, curb cuts, entrances and exits, loading areas (including number of parking and loading spaces), outdoor lighting systems, storm drainage and sanitary facilities.
10. The general location of proposed lots, setback lines, and easements and proposed reservations for parks, parkways, playgrounds, school sites, and open spaces.
11. Location with respect to each other and to lot lines, number of floors, number of dwelling units and approximate height of all proposed buildings and structures, accessory and main, or major excavations.
12. Preliminary plans and elevations of the several dwelling types and other buildings, as may be necessary.
13. General location, height, and material of all fences, walls, screen planting, and landscaping.
14. General location, character, size, height, and orientation of proposed signs.

15. A tabulation of the total number of dwelling units of various types in the project and the overall project density in dwelling units per acre, gross or net as required by district regulations.
16. A traffic impact statement whenever a proposed site plan substantially affects transportation on Town streets through traffic generation of either:
 - (i) 100 vehicles trips per peak hour by residential development, or
 - (ii) 250 vehicles trips per peak hour by non-residential development, or
 - (iii) 2,500 vehicle trips per day by non-residential development.

The data and analysis contained in the traffic impact statement shall comply with VDOT Traffic Impact Analysis Regulations 24 VAC 30-155-60 and all applicable Town ordinances.

17. Overlot grading plan.

The Administrator may establish additional requirements for preliminary site plans, and in special cases, may waive a particular requirement if, in his opinion, the inclusion of that requirement is not essential to a proper decision on the project. Site plans may be prepared on one or more sheets to show clearly the information required by this article and to facilitate the review and approval of the plan. If prepared in more than one sheet, match lines shall indicate where the several sheets join. Site plans shall be prepared to a scale of one inch equals 50 feet, or such other scale as may be approved by the Administrator as appropriate to a particular case.

(b) *Final site plans.* The final site plan or final plat shall comply with all laws, regulations, and ordinances governing the approval of subdivisions and in addition **to all the requirements for preliminary site plans,** shall ~~show~~ **include** the following:

1. All of the features required on the preliminary site plan with sufficiently accurate dimensions, construction specifications and computations to support the issuance of construction permits.
2. All existing and proposed water and sanitary sewer facilities indicating all pipe sizes, types and grades and where connection is to be made to the utility system.
3. Provisions for the adequate disposition of natural and storm water in accordance with the duly adopted design criteria and standards of the Town indicating the location, sizes, types and grades of ditches, catchbasins and pipes and connections to existing drainage system, and provision for the adequate control of erosion and sedimentation, indicating the proposed temporary and permanent control practices and measures which will be implemented during all phases of clearing, grading, and construction.

4. Existing topography with two-foot contour intervals or such intervals as approved by the Administrator. Where existing ground is on a slope of less than two percent, either one-foot contours or spot elevations where necessary, but not more than 50 feet apart in both directions.
5. Proposed finished grading by contours supplemented where necessary by spot elevations.

Sec. 30-186. Procedures, administrative site plan review.

(a) When these regulations require site plan review for certain uses for which Town Council action is not required, five copies of a preliminary site plan for any of the specified uses shall be submitted to the Administrator for review of the plans for compliance with these regulations and the requirements for preliminary site plans. The Administrator shall transmit said plans to such other staff and agencies as he may consider necessary for the review. The applicant is advised to review his plans in general or sketch form with the Administrator prior to drafting for submittal.

(b) The Administrator shall examine the ~~proposed~~ **preliminary** site plan with respect to: the requirements of this chapter **in effect upon the date of submittal;** ~~with respect to~~ the traffic and circulation patterns, internal and external, **and** relation to major thoroughfares; utilities, drainage and community facilities, existing or proposed; surrounding development, existing or future; considerations of topography, floodplains, ~~and~~ the natural environment, the preservation of trees or historic sites, provision for open space; and in general with the objective of insuring a durable, harmonious, and appropriate use of the land in accord with the objectives of the Comprehensive Plan. The plans shall be returned to the applicant with relevant comments in accordance with Code of Virginia § 15.2-2259. The applicant is responsible for revising the site plan **in a timely manner** addressing all relevant comments to the satisfaction of the Town Manager, Town Engineer, and Zoning Administrator prior to approval. ~~Unless otherwise specified, approval~~ **The Town's comments or commitments on a preliminary site plan that has not achieved final approval** shall be valid for a period of ~~one year prior to issuance of building permits.~~ **six months from the date that the comments are rendered for the Town's first review comments, four months from the date comments are rendered for the Town's second review comments, and two months from the date comments are rendered for the third and any subsequent review comments, unless extended for extenuating circumstances by the Administrator. Additionally, if the comments have not been addressed to the satisfaction of the Town Manager, Town Engineer, and Zoning Administrator and a final site plan approval rendered within two years from the date of preliminary site plan submission, the preliminary site plan shall be deemed to have been voluntarily withdrawn by the applicant. Any subsequent submission shall begin the review process anew and shall require compliance with the provisions of this chapter (and any other applicable laws and regulations) in effect at the time of subsequent submission.**

(c) If specified conditions **or comments** are met in revised plans **within the time periods specified and the plans meet the requirements of a final site plan,** the

~~Administrator may~~ **Town Manager shall approve the final site plan. The Town Manager** may approve additional minor changes, if, in ~~the~~ **his** opinion ~~of the~~ **Administrator** such changes do not substantially affect the original approval **submittal and** comments or conditions attached thereto.

(d) In any case where the **Town Manager or** Administrator is of the opinion that a proposed project subject to administrative site plan review is of such scale and impact that a decision on the site plan should be reached only after a review by the Town Council or the Planning Commission, he may refer the plan to the Council or the Commission or both of them for an advisory recommendation.

(e) Nothing in this section shall be interpreted to permit a grant of a variance or exception to the regulations of this chapter or to abridge the procedures or requirements of the laws and ordinances governing the subdivision of land.

(f) There shall be a charge for the examination and approval or disapproval of every site plan by the ~~Administrator~~ **Town**. At the time of filing the preliminary site plan, the developer or his agent shall deposit with the ~~Administrator~~ **Town** cash or checks payable to the Treasurer in the amount of \$250.00 ~~plus an additional \$50.00 per acre rounded up to the nearest whole acre.~~ **as set forth herein or as established in the latest edition of the town development fee schedule, which may be amended from time to time by town council.**

(g) The Town may require as-built site plans if deemed necessary by the Town Engineer.

* * *

Sec. 30-190. Amendments and additions to site plans approved by the Town Council.

The procedure for amendment of the boundaries of or the extent of land use for an approved Conditional Use Permit shall be the same as for a new application, except that minor amendments of an approved site plan and conditions attached to an approved Conditional Use Permit, or other site plan approved by the Town Council, may be approved by the Administrator, provided such change or amendment:

- (a) Does not alter a recorded plat,
- (b) Does not conflict with the specific requirements of this chapter,
- (c) Does not change the general character or content of an approved development plan or use,
- (d) Has no appreciable effect on adjoining or surrounding property,
- (e) Does not result in any substantial change of major external access points,

- (f) Does not increase the approved number of dwelling units or height of buildings, and
- (g) Does not decrease the minimum specified yards and open spaces or minimum or maximum specified parking and loading spaces.

Amendments to conditions approved with conditional zoning are covered in Article I **of this chapter.**

* * *

Sec. 30-193. Approval and extension.

Approval of a **final** site plan submitted under the provisions of this article shall expire after the date of such approval **as set forth in the applicable provisions of the Code of Virginia (1950), as amended from time to time,** unless building permits have been obtained for construction in accordance therewith. A single one-year extension may be given upon written request by the applicant to the Administrator made within 90 days before the expiration of the approved site plan. The Administrator shall acknowledge the request and shall make a decision regarding the requested extension within 30 days after receipt of the request.

This ordinance shall become effective upon adoption. If any part of this ordinance is deemed unlawful by a court of competent jurisdiction all remaining parts shall be deemed valid. Ordinances or parts of any ordinances of the Town whose provisions are in conflict herewith are hereby repealed.

Upon a call for an aye and nay vote on the foregoing ordinance at a regular meeting of the Council of the Town of Christiansburg, Virginia held _____, 2013 the members of the Council of the Town of Christiansburg, Virginia present throughout all deliberations on the foregoing and voting or abstaining, stood as indicated opposite their names as follows:

| <u>Absent</u> | <u>Aye</u> | <u>Nay</u> | <u>Abstain</u> |
|-----------------------------|------------|------------|----------------|
| Mayor Richard G. Ballengee* | | | |
| D. Michael Barber | | | |
| Cord Hall | | | |
| Steve Huppert | | | |
| Henry Showalter | | | |

Bradford J. Stipes

James W. “Jim” Vanhoozier

*Votes only in the event of a tie vote by Council.

SEAL:

Michele M. Stipes, Town Clerk

Richard G. Ballengee, Mayor

DRAFT

Draft of the Town Code Recodification

Public hearing scheduled for October 1, 2013 at 7:30 pm

To review the draft changes please follow the link below:

<http://www.christiansburg.org/DocumentCenter/View/4055>

| | | |
|---|---------------|--|
| TOWN OF CHRISTIANSBURG | | |
| SEPTEMBER BILLS TO BE PAID OCTOBER 4, 2013 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| A CLEANER WORLD | \$648.00 | |
| ADAMS COMPANIES, INC | \$7,709.83 | SEGMENT HEAT WHEELS AT AQUATIC CENTER |
| ADAMS CONSTRUCTION CO. | \$3,598.75 | ASPHALT MIX |
| ADVANCE SAFETY EQUIPMENT CO | \$38.17 | |
| ADVANCED ANALYTICAL SOLUTIONS | \$213.00 | |
| AIRGAS MID-AMERICA, INC. | \$853.55 | |
| ALGONQUIN PRODUCTS COMPANY | \$272.45 | |
| ALL PEST CONTROL, INC | \$1,100.00 | |
| ALL SEASONS PEST CONTROL, INC | \$85.00 | |
| AMELIA ELIZABETH TUCKWILLER | \$50.00 | |
| AMERICAN BACKFLOW PREV. ASSOC. | \$85.00 | |
| ANACONDA SPORTS | \$1,260.00 | |
| ARAMARK UNIFORM SERVICES, INC. | \$1,135.68 | |
| ARCET EQUIPMENT COMPANY, INC | \$279.73 | |
| ASCE | \$480.00 | |
| ASSOCIATION OF CERTIFIED FRAUD EXAMINERS | \$175.00 | |
| ATLANTIC EMERGENCY SOLUTIONS, INC | \$612.13 | |
| ATLANTIC MACHINERY, INC. | \$3,927.81 | BIOPLUG FOR SEWER DEPT |
| AUTO ZONE, INC | \$86.85 | |
| B & K TRUCK ACCESSORIES | \$328.00 | |
| BANE OIL COMPANY, INC | \$1,797.40 | OFF ROAD DIESEL FUEL |
| BASHAM OIL COMPANY | \$690.52 | |
| BECKNER BOILER CO INC | \$167.50 | |
| BKT UNIFORMS | \$286.00 | |
| BLUE TARP FINANCIAL | \$39.99 | |
| BOB'S REFUSE SERVICE, INC. | \$110.00 | |
| BOONE TRACTOR & IMPLEMENT INC. | \$669.84 | |
| BOUND TREE MEDICAL, LLC | \$147.86 | |
| BOWIE SALES, INC. | \$1,830.09 | PIPES AND FITTING WATER AND WASTE WATER |
| BRAME SPECIALTY COMPANY INC. | \$2,029.47 | JANITORIAL SUPPLIES |
| BSN SPORTS COLLEGIATE PACIFIC | \$4,204.48 | BLEACHERS FOR DEPOT ST PARK AND FOOTBALL GOALS |
| CALDWELL CONSTRUCTION, INC | \$13,328.50 | HUCKLEBERRY TRAIL BRIDGE DECK |
| CARDINAL RUBBER & SEAL INC. | \$151.31 | |
| CARGILL, INC. | \$19,617.54 | DEICER SALT ICE |
| CARQUEST AUTO PARTS | \$722.14 | |
| CEN TEK LABORATORIES, LLC | \$445.00 | |
| CHA CONSULTING INC | \$8,050.22 | ENGINEERING SERVICES |
| CHEMSOLV, INC | \$5,580.00 | HYDROGEN PEROXIDE |
| CINTAS DOCUMENT MANAGEMENT | \$197.95 | |
| CLEAR CREEK WATER WORKS | \$430.00 | |
| COMPUTER PROJECTS OF ILLINOIS, INC | \$468.00 | |
| CONTRACTORS & IND SUPPLY, INC. | \$293.86 | |
| CONTROL EQUIPMENT CO. INC. | \$258.18 | |
| D J R ENTERPRISES | \$16,952.44 | UNIFORMS, SHIRTS AND SUPPLIES FOR REC PROGRAMS |
| DAS MANUFACTURING INC. | \$273.18 | |
| DEHART TILE CO., INC. | \$203.45 | |
| DON MARK LAYNE | \$25.00 | |
| DON'S AUTO CLINIC | \$349.11 | |
| DRILL & FILL MFG., LLC | \$2,465.93 | INFIELD MIX |
| DUNCAN FORD MAZDA | \$4,881.29 | REPAIR VEHICLES |
| EAST COASTERS BICYCLE SHOP, INC | \$596.98 | |
| EASYID SOLUTIONS | \$18.00 | |
| ELECTRICAL SUPPLY CO | \$3,843.18 | VARIOUS ELECTRICAL SUPPLIES |
| EMS TECHNOLOGY SOLUTIONS, LLC | \$210.00 | |
| ENGINEERING CHEMISTRY CO. INC | \$375.65 | |
| ENVIRONMENTAL LAND WASTE MANAGEMENT SERVICE, INC | \$14,000.00 | SLUDGE REMOVAL |
| ENVIRONMENTAL RESOURCE ASSOC. | \$523.41 | |
| FAMILY MEDICINE OF BLACKSBURG LLC | \$1,081.00 | |
| FASTENAL COMPANY | \$155.03 | |
| FERGUSON ENTERPRISES, INC.#75 | \$8,673.08 | GRATES & FRAMES |
| FIRST DUE GEAR | \$983.20 | |
| FISHER AUTO PARTS, INC. | \$159.99 | |

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|---|---------------|--|
| TOWN OF CHRISTIANSBURG | | |
| SEPTEMBER BILLS TO BE PAID OCTOBER 4, 2013 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| FITNESS CONCEPTS, INC. | \$23,415.00 | TREADMILLS & RECUMBENT CYCLE |
| FLEET ONE, LLC | \$30,203.05 | VEHICLE FUEL TOWN |
| FLEET PRIDE, INC | \$947.95 | |
| GALLS, AN ARAMARK COMPANY | \$472.61 | |
| GARDNER DENVER NASH LLC | \$13,463.30 | MG II RETRO KIT W RELAY BD WWTP |
| GAY AND NEEL, INC. | \$7,013.90 | ENGINEERING SERVICES |
| GEMPLER'S INC. | \$51.60 | |
| GLOVE PLANET, LLC | \$237.00 | |
| GODWIN MANUFACTURING CO.,INC. | \$420.74 | |
| GRAINGER | \$62.11 | |
| GRASS ASSASSINS | \$9,518.04 | LANDSCAPING SERVICES |
| GT DISTRIBUTORS, INC. | \$39.90 | |
| GUYNN, MEMMER & DILLON, P.C. | \$4,200.80 | LEGAL SERVICES |
| GVM, INC | \$54.97 | |
| HARVEY CHEVROLET CORP. | \$49.80 | |
| HAWKINS-GRAVES, INC | \$34,564.00 | PORTABLE MESSAGE SIGNS |
| HOLLEY INSULATION, INC. | \$17,308.00 | DUCT INSULATION AT AQUATICS CENTER |
| HOME DEPOT 4634 | \$333.58 | |
| HOSE HOUSE, INC. | \$22.63 | |
| IDEXX DISTRIBUTION, INC. | \$1,231.57 | |
| INTERNATIONAL ASSOCIATION OF FIRE CHIEFS | \$244.00 | |
| INTERNATIONAL CODE COUNCIL | \$50.00 | |
| INTERSTATE BATTERY SYSTEM OF ROANOKE VALLEY, INC | \$400.68 | |
| INTOXIMETERS, INC. | \$809.00 | |
| JAMES RIVER EQUIPMENT-SALEM | \$1,228.71 | |
| JAMES RIVER LASERS & EQUIPMENT, LLC | \$155.00 | |
| JAMES T DAVIS AUTO FINISHES | \$261.10 | |
| JEREMY MADISON WILLIAMS | \$25.00 | |
| JFC EQUIPMENT CORP | \$907.85 | |
| JOHN DEERE LANDSCAPES, INC | \$519.54 | |
| JORDAN OIL CO., INC. | \$4,551.30 | FUEL FIRE AND RESCUE |
| KAREN L DRAKE | \$50.00 | |
| KIMBALL MIDWEST | \$100.77 | |
| KING-MOORE, INC | \$3,645.00 | PHONE SYSTEM IT BACK UP |
| KORMAN SIGNS, INC. | \$2,255.50 | SQ POSTS |
| KUSTOM SIGNALS, INC. | \$120.30 | |
| L-3 COMMUNICATIONS-MOBILE VISION | \$493.40 | |
| LANCASTER, INC. | \$1,626.23 | VEHICLE REPAIRS |
| LANDSCAPE SUPPLY INC. | \$1,672.45 | FIELD SUPPLIES |
| LANE ELECTRIC, INC | \$195.00 | |
| LANFORD BROTHERS CO., INC. | \$41,105.94 | REPLAY PAVEMENT REJUVINATION SOUTHSIDE OF TOWN |
| LANGUAGE LINE SERVICES | \$6.40 | |
| LAWRENCE EQUIPMENT | \$1,310.84 | |
| LEE HARTMAN & SONS INC. | \$133.50 | |
| LINCOLN EQUIPMENT, INC. | \$145.63 | |
| LITTLE RIVER POOL AND SPA, INC | \$435.80 | |
| LOWES HOME CENTERS, INC. | \$4,078.06 | SUPPLIES & BUILDING MAINTENANCE |
| M & P PRINTING AND BUSINESS SERVICES | \$5,250.00 | FALL BROCHURES |
| M. R. DISHMAN & SONS, INC | \$35,183.60 | BUFFALO DRIVE BOOSTER STATION |
| MARKETING ON MAIN STREET LLC | \$237.92 | |
| MCAFEY, INC | \$225.00 | |
| MCGRADY-PERDUE HEATING & COOLING, INC | \$9,090.00 | AC UNITS TOWN HALL SERVER ROOM |
| MEADE TRACTOR | \$349.79 | |
| MICHAEL B. COOKE, CPA,PC | \$10,000.00 | AUDIT SERVICES |
| MONTGOMERY DISTRIBUTORS | \$2,687.52 | BUILDING & MAINTENANCE SUPPLIES |
| MONTGOMERY MUSEUM | \$12,000.00 | CONTRIBUTION |
| MONTGOMERY REGIONAL WASTE AUTHORITY | \$33,168.48 | ESTIMATED FOR MONTH OF SEPT SOLID WASTE DISPOSAL |
| MONTGOMERY SANITATION SERVICES | \$416.80 | |
| MOORE MEDICAL CORP. | \$721.60 | |
| MYRON CORP. | \$175.19 | |
| NAFECO INC | \$319.15 | |
| NATIONAL ALLIANCE | \$40.00 | |

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|---|---------------|--|
| TOWN OF CHRISTIANBURG | | |
| SEPTEMBER BILLS TO BE PAID OCTOBER 4, 2013 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| NEW RIVER ENGRAVING | \$129.50 | |
| NEW RIVER VALLEY DEVELOPMENT | \$7,500.00 | CONTRIBUTION |
| NFPA | \$143.21 | |
| NORTHEASTERN SUPPLY INC. | \$101.05 | |
| OLD TOWN PRINTING & COPYING | \$653.62 | |
| ONE EARTH LANDSCAPES, INC | \$5,571.43 | SUNSET CEMETERY CONTRACT |
| PC LAND, INC. | \$241.00 | |
| PETERS AQUATICS | \$125.00 | |
| PHILIPS HEALTHCARE | \$944.45 | |
| PILOT FASTENERS LTD | \$211.38 | |
| PIONEER MANUFACTURING COMPANY | \$1,484.00 | FIELD PAINT |
| PLAY IT AGAIN SPORTS | \$130.85 | |
| POWER LINE RENT-E-QUIP, INC. | \$5.82 | |
| POWER ZONE - ALL SEASONS | \$399.38 | |
| PROFESSIONAL COMMUNICATIONS | \$1,190.00 | |
| PUBLIC SAFETY CENTER, INC. | \$374.29 | |
| QUALITY TIRE & BRAKE SERVICE | \$2,546.00 | REPAIR AND MAINTENANCE TOWN VEHICLES |
| RADFORD HOSE & FITTINGS, INC. | \$1,348.54 | |
| RADIO EXPRESS, INC. | \$1,382.00 | |
| RADIO SHACK | \$12.96 | |
| RGA, LLC | \$300.00 | |
| ROBYN SMITH ELLIS PLC | \$112.50 | |
| SAFE AIR SYSTEMS | \$892.10 | |
| SAFETY & COMPLIANCE SERVICES, INC. | \$242.00 | |
| SAMS CLUB | \$294.48 | |
| SANICO, INC | \$4,991.29 | JANITORIAL SUPPLIES |
| SAWYER PAVING COMPANY INC | \$7,449.40 | ASPHALT MIX |
| SCHINDLER ELEVATOR CORPORATION | \$634.68 | |
| SERVICE COMMUNICATION | \$400.00 | |
| SHEEHY AUTO STORES | \$24,978.20 | 2014 FORD TRUCK PD |
| SHELOR MOTOR MILE | \$255.64 | |
| SHERWIN-WILLIAMS | \$2,126.31 | PAINT |
| SHIRLEY C HALLOCK | \$50.00 | |
| SISSON AND RYAN | \$8,070.00 | ESTIMATED FOR MONTH OF SEPT SAND GRAVEL |
| SKYLINE DOOR & HARDWARE, INC | \$1,791.82 | DOORS FOR RESCUE SQUAD |
| SOUTHERN ELEVATOR CO., INC. | \$670.00 | |
| SOUTHERN GRAPHICS & SUPPLY, INC | \$133.58 | |
| SOUTHERN STATES | \$715.14 | |
| SOUTHWEST VA FIRE INVESTIGATORS ASSOCIATION | \$20.00 | |
| STAPLES BUSINESS ADVANTAGE | \$143.50 | |
| STATE ELECTRIC SUPPLY CO., INC. | \$4,283.17 | SUPPLIES FOR BUILDING MAINTENANCE AND REPAIR |
| STEEL SERVICES, INC. | \$1,428.92 | REPAIRS AND MAINTENANCE AQUATIC CENTER CATWALK |
| STEVEN CARLYLE SIMMONS | \$25.00 | |
| SUPER SHOES STORES, INC | \$1,143.87 | |
| SYCOM TECHNOLOGIES | \$2,050.00 | EMAIL ARCHIVER MAINTENANCE |
| TAPCO | \$1,955.25 | CROSSWALK SIGNS ON MAINSTREET |
| TAYLOR OFFICE & ART SUPPLY, INC | \$3,075.23 | OFFICE SUPPLIES VARIOUS DEPARTMENTS |
| TEMPLETON-VEST | \$90.00 | |
| TENCARVA MACHINERY CO. | \$1,326.29 | |
| TESSCO | \$1,056.72 | |
| THE JACK-MAN, LLC | \$710.50 | |
| THOMPSON TIRE & MUFFLER | \$1,002.31 | |
| TIDEWATER FLEET SUPPLY | \$6,310.80 | PD VEHICLES LIGHTS AND ACCESSORIES |
| TOWN POLICE SUPPLY | \$584.38 | |
| TRANE | \$8,339.29 | COMPRESSOR REPLACEMENT RESCUE SQUAD |
| TRASCO | \$121.00 | |
| TREASURER OF MONTGOMERY CO. | \$232.75 | |
| TREASURER OF VA DEPT.GEN.SER. | \$604.00 | |
| TREASURER OF VIRGINIA | \$9,876.50 | VPDES ANNUAL PERMIT FEE |
| TWO-WAY RADIO, INC. | \$2,750.00 | FD UHF MINITORS |
| UNIFIRST CORPORATION | \$258.58 | |
| UNITED RENTALS, INC. | \$1,333.90 | |

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|---|---------------------|---|
| TOWN OF CHRISTIANBURG | | |
| SEPTEMBER BILLS TO BE PAID OCTOBER 4, 2013 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| UPS STORE | \$83.60 | |
| US FOOD SERVICE | \$62.02 | |
| UV AQUATIC SOLUTIONS, LLC | \$441.00 | |
| VA INFORMATION TECHNOLOGIES AGENCY | \$52.57 | |
| VEST'S SALES & SERVICE, INC. | \$265.00 | |
| VIRGINIA BUSINESS SYSTEMS | \$374.53 | |
| VIRGINIA CORRECTIONAL ENTERPRISES | \$644.00 | |
| VIRGINIA TRUCK CENTER | \$952.24 | |
| VISUAL STATEMENT INC. | \$2,533.86 | PD ANNUAL MAINTENANCE REPORTBEAM |
| VUPS, LLC | \$404.25 | |
| W. E. L. INC | \$3,525.00 | DRUG LAB REMOVAL FISHER STREET AND OFF 460W |
| WADES FOODS INC. | \$611.42 | |
| WALMART COMMUNITY/GECRB | \$160.32 | |
| WHOLESALE SIDING SUPPLY, INC | \$811.50 | |
| WILSON BROTHERS INCORPORATED | \$622.72 | |
| WORDSPRINT | \$3,450.59 | PD REPORT FORMS |
| ZEP MANUFACTURING CO | \$313.11 | |
| | | |
| TOTAL FOR October 4, 2013 | \$602,858.63 | |

TOWN OF CHRISTIANBURG
BILLS PAID DURING THE MONTH OF SEPTEMBER 2013
SPECIAL REVENUE FUNDS

| VENDOR | AMOUNT PAID | DESCRIPTION |
|----------------------------------|------------------------|---------------------------|
| Alert-All Corp | 980.00 | Fire Dog School Kits |
| BLUE RIDGE COPIER INC | 36.51 | |
| CARQUEST | 31.77 | |
| COOKS CLEAN CENTER | 38.80 | |
| Duncan Ford Mazda | 75.71 | |
| Employee Reimbursements | 126.30 | |
| ExxonMobil | 2,088.15 | |
| GATES FLOWERS AND GIFTS | 79.00 | |
| L-3 COMMUNICATIONS MOBILE-VISION | 4,830.00 | FLASHBACK3 FOR PD |
| LANCASTER, INC | 250.14 | |
| Municipal Emergency Services | 1,700.86 | Globe GXCEL Coat and Pant |
| NAFECO | 1,651.02 | |
| NEW RIVER ENGRAVING | 38.50 | |
| STAPLES ADVANTAGE | 110.02 | |
| SYMBOL ARTS | 1,390.00 | pd coins |
| Tech Express | 1,370.00 | Table Top Display |
| TOWN OF CHRISTIANBURG | 758.28 | Fuel |
| VERIZON | 287.58 | |
| | | |
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| | | |
| TOTAL PAID BILLS | 15,842.64 | |

| TOWN OF CHRISTIANSBURG | | |
|---|-------------|---|
| BILLS PAID DURING THE MONTH OF SEPTEMBER 2013 | | |
| VENDOR | AMOUNT PAID | DESCRIPTION |
| ADVANCE AUTO PARTS | 50.35 | |
| AIRGAS NATIONAL CARBONATION | 654.10 | CARBON DIOXIDE AND SERVICE CALLS AQUATICS |
| ANTHEM BLUE CROSS | 4,326.60 | EMPLOYEE HEALTH INS |
| ANTHEM LIFE INSURANCE COMPANY | 2,174.90 | OPTION LIFE INSURANCE |
| APPALACHIAN POWER | 74,070.45 | ELECTRIC UTILITIES |
| AT & T | 864.61 | |
| ATMOS ENERGY | 1,366.33 | GAS UTILITIES TOWN |
| B&B QUALITY FENCING | 4,000.00 | FENCE AT STARLIGHT PUMP STATION |
| BB&T INSURANCE SERVICES | 12,734.00 | |
| BMI | 327.00 | |
| BMS DIRECT | 6,594.06 | POSTAGE AND PRINTING UTILITY BILLS |
| BOSTON MUTUAL LIFE INS | 3,155.26 | EMPLOYEE PD LIFE INS |
| CANON FINANCIAL SERVICES | 467.00 | |
| CANON SOLUTIONS AMERICA | 293.70 | |
| CARDMEMBER SERVICES | 31,459.76 | EQUIP MATERIALS AND SUPPLIES 8375.69 DUES 930 SCHOOLS 5176 TRAVEL 14331.64 COMPUTER 211.99 UNIFORMS 365.98 MISC INVESTIGATIONS FIRE RESCUE RECRUITING 2068.46 |
| CHANDLER CONCRETE COMPANY | 529.00 | CONCRETE |
| CITIZENS | 1,820.00 | INTERNET SERVICES |
| COCA COLA BOTTLING | 43.75 | HARKRADAR |
| COLONIAL LIFE INSURANCE | 1,035.76 | |
| CONCRETE PIPE & PRECAST | 5,709.13 | STORMWATER POND PROJECT ALDER ROAD |
| DAY & KNIGHT PRODUCTIONS | 241.92 | |
| DE LAGE LANDEN | 1,634.00 | PD COPIER LEASES |
| DELL MARKETING | 1,070.22 | |
| DELTA DENTAL | 8,908.42 | DENTAL COVERAGE |
| DDBC INC | 6,245.00 | YOUTH BASKETBALL CAMP |
| DUES AND MEMBERSHIP | 350.00 | FINANCE 325 RESCUE 25 |
| ECK SUPPLY COMPANY | 131.36 | |
| EXTENDO BED COMPANY | 3,070.00 | TRUCK STEEL FRAME |
| FEDEX | 180.37 | |
| GRASS ASSASINS | 4,326.82 | |
| GOV DEALS | 421.21 | |
| KEY RISK INSURANCE CO | 63,725.00 | WORKERS COMP INS 2 MONTHS |
| KING-MOORE, INC | 2,520.00 | IT CONSULTANT |
| KROGER LIMETED PARTNERSHIP | 518.17 | |
| LUMOS NETWORKS INC | 596.48 | |
| MONTGOMERY PUBLISHING | 172.50 | |
| MONTGOMERY REGIONAL WASTE AUTHORITY | 52.50 | |
| NATIONAL BANK OF BLACKSBURG | 28,930.00 | TRANSFER FUNDS TO CEMETERY RESERVE |
| PAPA JOHNS | 171.00 | PIZZAS FOR BDAY PARTIES AT AQUATICS |
| PETTY CASH | 6.52 | |
| PITNEY BOWES | 663.00 | |
| PRISM CONTRACTORS & ENGINEERS | 9,827.18 | SEWER REHAB |
| R E MICHEL | 14.90 | |
| REFUND FEES REC DEPT | 805.00 | |
| REFUND REC COACHES TRAINING | 60.00 | |
| REFUND WATER CONNECTIONS | 3,000.00 | CUSTOMER DECIDED NOT TO CONNECT |
| REFUND PERMITS | 548.96 | |
| REFUND TAXES | 50.40 | |
| REFUND water deposits | 505.24 | |
| REIMBURSEMENTS EMPLOYEE | 246.86 | drug screens CDL LIC TESTING REIMBURSE EMP PAID EXPENSES |
| SCHOOLS | 330.00 | planning admin engineer FIRE 250 REC 80 |
| SELECTIVE INSURANCE | 25,920.44 | LIABILITY INSURANCE |
| SHENTEL | 195.17 | INTERNET SERVICES REC CENTER |
| SOUTHEASTERN SECURITY CONSULTANTS | 660.00 | |
| SOUTHERN REFRIDGERATION | 382.00 | |

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| TOWN OF CHRISTIANSBURG | | |
| BILLS PAID DURING THE MONTH OF SEPTEMBER 2013 | | |
| | | |
| VENDOR | AMOUNT PAID | DESCRIPTION |
| SPRINT | 68.43 | |
| STAND ENERGY CORPORATION | 3,517.96 | NATURAL GAS FOR AQUATIC CENTER |
| TREASURER OF VIRGINIA | 450.00 | |
| TRACTOR SUPPLY | 848.66 | |
| THE ROANOKE TIMES | 1,098.74 | JOB POSTINGS AND PUBLIC NOTICES |
| TRAVEL | 8,754.61 | PD 1041.70 RESCUE 5181 AQ 512.85 PLANNING 402.81 ENG 388.89 STREETS 704 WWTP 77.02 FIN 446.34 |
| US BANK | 145.00 | |
| US CELLULAR | 325.38 | |
| VERIZON | 4,252.71 | PHONES |
| VERIZON-WIRELESS | 4,573.62 | CELL BILLS |
| VIRGINIA BUSINESS SYSTEMS | 286.23 | COLOR COPIER PW |
| TOTAL SPECIAL REVENUE BILLS PAID | 15,842.64 | |
| TOTAL PAID BILLS | 344,567.74 | |
| 4 TH OF THE MONTH BILLS | 602,858.63 | |
| GRAND TOTAL | 963,269.01 | |